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OT4922 BACHELOR OF APPLIED MANAGEMENT

School of Applied Business

Course Descriptors Document

Version 2
Version 2o – June 2014

SUMMARY INFORMATION

Title: Bachelor of Applied Management
Abbreviated Title: **BAppMgt**
Level: 7
Credits: 360
This is a 3 year programme delivered full-time and part time.
The programme was delivered for the first time in 2005. It will have a major review on or before 2013.
Business Unit Number (BUN) is 11549
Approvals Database Application Number is 11549.09

DOCUMENT CONTROL INFORMATION

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Version Control – electronic

Version Number	Approvals Database Number	Academic Board Paper Number	Date Approved	New Programme or Category of change	Summary of Changes, including section numbers	Person Responsible for changes to document
1	11549.00		2005	New		
2	11549.09	NA	NA	Updating – to include CPIT and OP negotiated changes since 2005	Revised course outlines document created for 2012	JM
2b		NA	NA	Changed content for BX770010	Section 4.5 course content updated	JM
2c	11549.22	A68/12			Add 4 new Course Outlines for Tourism Major Tourism Industry and Enterprises: Sustainable Tourism Practices: Accommodation Services Management: Tourism Multimedia; Changes to Course Codes, Titles, aims learning outcomes, content and assessment to Courses BX660106A & BX660107A	JM
2d	11549.25	NA		HOS Authorisation	BX770016: Insertion of content, assessment grid BX660012: Change to aims and outcomes. Insertion of	RP

Version Number	Approvals Database Number	Academic Board Paper Number	Date Approved	New Programme or Category of change	Summary of Changes, including section numbers	Person Responsible for changes to document
					content, assessment grid. BX664801: Change to title, outcomes, content and assessment BX77007 : Insert assessment grid Revised course outline for BX554001	
2e	11549.26	A79/13	18-Oct-13	Type 1	Change to title BX70010 to Internship Project Addition of Assessment grids and Review of Outcomes : BX599001 BX599002 BX599003 BX599004 BX599005 Review of Outcomes BX556001 BX663501 BX553001 BX664401	Rachel Parmee
2f	11549.27	N/A	4-Dec-13	HoS Authorisation	Minor wording change to BX770003: Amendment under Aims and Learning Outcomes	TW
2g	11549.29	N/A	4-Feb-14	HoS	Change to Assessment Grid BX553001 – Management	RP
2h	11549.30	N/A	4-Feb-14	HOS	Change to Assessment grid BX772104 – Contemporary Issues in the Tourism Industry	RP
2i	11549.31	N/A	5-Feb-14	HOS	Change to Assessment grid BX772103 BX663301 BX770003 BX663101 BX660012 BX663501	RP
2j	11549.33	n/a	20-Feb-14	HOS	Change to Assessment Grid BX770020 BX770010	RP
2k	11549.34	n/a	11-Mar-14	HOS	Change to Assessment Grid BX556001	RP
2l	11549.36	N/A	5-May-14	HOS	BX770022 – changes to learning outcomes and Indicative content to align with CPIT course outline	G Mayo
2m	11549.37	N/A	19-May-14	HOS	Update Assessment grid BX551001 Commercial Law	R Parmee
2n	11549.38	N/A	24-Jun-14	HOS	Update assessment grids BX554001, BS101541, BX550101, BX663601	R Parmee / TW
2o	11549. 39	N/A	27-Jun-14	HOS	Update assessment grid BX770010 Internship Project	RP / TW

Table of Contents

1. Compulsory Courses

1.1 Introduction to Accounting

SMS Code	BX554001 BS101500	*Directed Learning hours*	70
Level	5	*Workplace or Practical Learning hours*	Nil
Credits	15	*Self-Directed Learning hours*	80
Prerequisites	None	*Total Learning Hours*	150
NQF Unit standards assessed in this course: No			
*This course approved in another Programme No	Name of other Programme: N/A*			

Aims

Students will understand financial statements and reports and be able to analyse and interpret business performance for sole traders and / or small companies

Learning Outcomes

On successful completion of this course students will be able to:

1. Understand the purpose of accounting in a New Zealand business context

2. Prepare financial statements using accounting concepts and policies

3. Analyse and report on financial performance

4. Demonstrate an understanding of budgets, variances and use simple break even analysis

Indicative Content

- Key factors in the accounting environment
- New Zealand Framework for preparation and presentation of financial statements
- Effect of transactions on accounting equation
- Balance day adjustments
- Balance sheet
- Income statement
- Statement of changes in equity
- Statement of cash flows
- Accounting policies
- Budgeting, variances and break even analysis
- Analysis of financial performance

Assessment

Assessment Activity	Weighting	Learning Outcomes
Test	30%	1,2
Assignment – Part A Assignment – Part B	5% 25%	1,3
Examination	40%	2,4

Resources

1

Required:

Smart, M.J., Awan, N., & Bourke, D.H. (2010) *Principles of Accounting* (4th Ed.). Auckland, New
Zealand: Pearson Hall

Recommended:

Atril, P., McLaney, E., Harvey, D., Jenner, M., Weil, S. (2011) *Accounting an Introduction.* Auckland,
New Zealand: Pearson Hall

Weygandt, J., Kimmell, P., Kieson, D., (2011) *Accounting principles* (10th ed.). United States of
America: Wiley

Weterman, F., & Fisher, F. (2010). *Understanding accounting principles* (6th ed.). Wellington New
Zealand: LexisNexis

Financial pages of major newspapers

1.2 Professional Communication

SMS Code	BX556001 BS101560	*Directed Learning hours*	70
Level	5	*Workplace or Practical Learning hours*	Nil
Credits	15	*Self-Directed Learning hours*	80
Prerequisites	None	*Total Learning Hours*	150
NQF Unit standards assessed in this course: No			
*This course approved in another Programme No	Name of other Programme: N/A*			

Aims

Students will apply communication knowledge and skills in the evolving context of New Zealand and global business.

Learning Outcomes

On successful completion of this course students will be able to:

1.   Identify and discuss business communication theories and processes

2.   Identify and explain how self-concept, perception, culture and non-verbal communication influence communication

3.   Apply knowledge of interpersonal communication skills in a business setting

4.   Use accepted business practices to present information orally and in written format

5.   Analyze how effective communication management influences organisational performance.

Content

- Theory and principles of communication
- Intrapersonal communication
- Interpersonal communication
- Group communication
- Organisational communication
- Research skills
- Creative thinking

ASSESSMENTS

Assessment Activity	Weighting	Learning Outcomes
Test	15%	2
Multiphase Project	30%	3,4
Report and Presentation	25%	4
Exam	30%	1,3,5

Resources

Required Texts: O'Rourke, & S. Barnett, S.   (2008*). Communication: Organisation and innovation. (2nd ed.).* Auckland, New Zealand: Pearson.

1.3 Business Heritage, Culture and Sustainability

SMS Code	BX550001	*Directed Learning hours*	70
Level	5	*Workplace or Practical Learning hours*	Nil
Credits	15	*Self-Directed Learning hours*	80
Prerequisites	None	*Total Learning Hours*	150
NQF Unit standards assessed in this course: No			
This course approved in another Programme No *Name of other Programme: N/A*			

Aims

The aim of this course is to develop and enhance the students' awareness and knowledge of New Zealand in terms of its history, heritage and business development by exploring key historical events that have occurred within this cultural, political and social framework. This course will develop the students' understanding of how culture, heritage and business are contributing to the development of New Zealand society and why and how these values and qualities should be protected and enhanced for future generations.

Learning Outcomes

On successful completion of this course, students will be able to:

1. Examine the significance and contribution of Maori culture to New Zealand business.

2. Examine the significant pioneers of history and the important social events that have occurred in New Zealand's past and demonstrate how these events have contributed to the development of contemporary New Zealand society.

3. Discuss the uniqueness of New Zealand from a cultural and environmental perspective and discuss the importance of sustainable resource use and conservation.

4. Discuss changes that have occurred in New Zealand in terms of heritage management, culture awareness and the social framework and describe the tension between preserving natural resources and protecting New Zealand's cultural heritage and allowing the transformation of its physical and cultural environment to facilitate economic development.

5. Discuss New Zealand's position within the global community and the effect that internationalisation has had on the business sector in New Zealand.

6. Discuss factors in New Zealand's current cultural, social and political environment that may influence business and potentially bring about changes in New Zealand's society within the next decade.

Content

- Social history
- The Treaty of Waitangi
- History of business in New Zealand
- Our ancestors (to or from) New Zealand
- Cross-cultural distinctions (and associated social cognitions or thoughts)
- Socio-political attitudes, politics and government
- Pioneers of history
- Heritage management
- Sustainable development and management
- Effect of internationalisation on the New Zealand business sector

- Contemporary issues in New Zealand today and for the future

ASSESSMENTS:

Assessment Activity	Weighting	Learning Outcomes

Resources:

TBA

Required:

TBA

Note: In delivering the course, lecturers will emphasize second and third year papers that build on its themes, eg, socio-political, technological, cultural issues, sustainability, internationalization and ethical issues, as a way to assist students in choosing their major(s) and electives.

1.4   Commercial Law

SMS Code	BX551001	Directed Learning hours	70
Level	5	Workplace or Practical Learning hours	0
Credits	15	Self-Directed Learning hours	80
Prerequisites	None	Total Learning Hours	150
NQF Unit standards assessed in this course: No			
This course approved in another Programme No | Name of other Programme: N/A			

Aims

Students will demonstrate knowledge of commercial law, to enable application of legal reasoning.

Learning Outcomes

On successful completion of this course students will be able to:

1.   Understand the New Zealand legal system

2.   Apply the basic principles of the Tort of Negligence.

3.   Apply the basic principles of the law of contract.

4.   Understand the basic principles of consumer law and be able to apply those principles to everyday situations.

5.   Demonstrate an awareness of an aspect of a legal topic affecting business in a given situation.

Content

- Foundations of commercial law
- The law of contract
- Tort
- Business liability

Assessment

Assessment Activity	Weighting	Learning Outcomes
Assignment	30%	
Examination	30%	
Group Presentation	10%	
Test	30%	

Resources

Required Texts
Gerbic, P. & Lawrence, M. (2006). *Understanding commercial law* (6th ed.). Wellington, New Zealand: Lexis Nexis.

Various legislation (see course outline)

Recommended Texts and Resources
TBA

1.5   Economics

SMS Code	BX552001	*Directed Learning hours*	70
Level	5	*Workplace or Practical Learning hours*	Nil
Credits	15	*Self-Directed Learning hours*	80
Prerequisites	None	*Total Learning Hours*	150
NQF Unit standards assessed in this course: No			
*This course approved in another Programme No	Name of other Programme: N/A*			

Aims

Students will apply elements of economic theory to contemporary business issues.

Learning Outcomes

1. Define the economic problem and demonstrate how the methodology of economics is centred on the modelling process.

2. Demonstrate knowledge of the role of supply and demand in a market system and identify the necessary conditions for market economies to function well.

3. Explain and analyse models of firm behaviour and market structure in relation to decision making processes.

4. Explain why free markets fail to achieve the social optimum and evaluate the intervention of government in the market.

5. Demonstrate an understanding of how the aggregate level of economic activity is determined by using models and methods.

6. Analyse the current and future impact of monetary, fiscal and exchange rate policies on national income determination and the sectors that make up the economy.

7. Describe the concepts of international trade, balance of payments and exchange rates and evaluate their impact upon the macro economic environment.

Content

- Economic problems
- Opportunity cost
- Production possibility
- Demand and supply
- Market equilibrium
- Allocative efficiency
- Elasticity
- Revenue & cost structures for perfect & imperfectly competitive firms
- Resource allocation via the public sector
- International vs. regional trade

- Balance of payments
- Terms of trade
- Exchange rates
- Circular flow and economic activity
- Aggregate demand and supply
- Expansionary monetary policy
- Expansionary fiscal policy Monetary policy operations
- Current vs. historical events and their meaning
- On-going monitoring of the NZ economy and its position

Assessment

Assessment Activity	Weighting	Learning Outcomes

Resources

Required:

Stewart, J., & Rankin, K. (2008). *Economic Concepts and Applications: the contemporary New Zealand environment (4th ed.).* Auckland, New Zealand: Pearson Education.

Recommended Texts and Resources

Callander, A. (2004). *Understanding the economic environment*. (2nd ed.). Wellington, New Zealand: Butterworths.

Dalziel, P. C., & Lattimore, R., (2004). *The New Zealand macroeconomy: striving for sustainable growth with equity* (5th ed.). South Melbourne, Victoria: Oxford University Press.

Heyne, P., Boettke, P. J., & Prychitko, D. L. (2004). *The economic way of thinking. (*10th ed.). Upper Saddle River, NJ: Prentice Hall.

Mankiw, N. Gregory (2007). *Principles of economics*. (4th ed.). Mason, OH: Thomson/South-Western.

New Zealand Official Year Book (2006). Wellington, New Zealand: Statistics New Zealand (Online).

St John, S., Fargher, S. W., & Scollay, R. (2004.) *Macroeconomics and the contemporary New Zealand economy.* Auckland, New Zealand: Pearson Education

Other Publications and Web Sites

The Reserve Bank of New Zealand Bulletin. www.rbnz.govt.nz

Statistics New Zealand. www.stats.govt.nz

New Zealand Treasury. www.treasury.govt.nz

OECD reports on the New Zealand economy. www.oecd.org

Registered Banks – individual commentaries and indicators.

The Economist, London. Weekly. (Online only via catalogue).

The National Business Review. Auckland. Weekly.

1.6   Introduction to Marketing

SMS Code	BX554101 BS101541	Directed Learning hours	70
Level	5	Workplace or Practical Learning hours	Nil
Credits	15	Self-Directed Learning hours	80
Prerequisites	None	Total Learning Hours	150
NQF Unit standards assessed in this course: No			
This course approved in another Programme No	Name of other Programme: N/A			

Aims

Students will have a working knowledge of fundamental marketing concepts relevant to contemporary organisations.

Learning Outcomes

On successful completion of this students will be able to:

1.   Identify and analyse marketing environmental factors that impact marketing activities.

2.   Explain and apply segmentation, targeting and positioning concepts of a target market.

3.   Evaluate and recommend the marketing mix tools employed within the business.

4.   Describe the marketing planning process components.

5.   Demonstrate understanding of factors influencing buyer behaviour.

Content

- Marketing concepts
- Managing marketing information
- Understanding the business market
- Market segmentation
- Understanding consumers in marketing
- The marketing mix
- Managing marketing operations

Assessment

Assessment Activity	Weighting	Learning Outcomes
Test	18%	
Evidence Portfolio	46%	
Exam	36%	

Resources

Required Texts

Kotler, P., Adam, S., Brown, L., & Armstrong, G. (2006). *Principles of marketing,* (3rd ed.) Frenchs Forest NSW: Pearson Prentice Hall.

Recommended Texts and Resources

Boaz, A. (2006). *Marketing in New Zealand*. (3rd ed.) Auckland: Longman

Cateora, P. & Graham, J.L. (2007). *International Marketing.* (13ed). NY: McGraw-Hill Irwin

Pride, W. M., Elliot, G., Rundle-Thiele, S., Waller, D., Paladino, A. (2006) *Marketing Core Concepts & Applications.* Qld: John Wiley & Sons

Rix, P. (2003). *Essential marketing skills*. NSW: McGraw-Hill.

Rix, P. (2007). *Marketing a practical approach*. (6thed). NSW: McGraw-Hill.

Rose, P. (2005). *Marketing principles: Your personal workbook.* Auckland: New House

1.7 Business Computing

SMS Code	BX555001	*Directed Learning hours*	70
Level	5	*Workplace or Practical Learning hours*	Nil
Credits	15	*Self-Directed Learning hours*	80
Prerequisites	*None*	*Total Learning Hours*	150
NQF Unit standards assessed in this course: No			
*This course approved in another Programme No	Name of other Programme: N/A*			

Aims

Students will understand, discuss, evaluate and apply information technology to meet business requirements.

Learning Outcomes

On successful completion of this course students will be able to:

1. Explain and evaluate parts of an information system to meet business requirements.

2. Discuss and evaluate communication technologies to meet business requirements.

3. Discuss issues associated with computer use and recommend actions to minimise their impact.

4. Use software functions effectively to produce information to meet business requirements.

Content

- Components of a computer system
- Hardware
- Software
- Data communications
- Internet technologies
- System security and control
- Ethical issues in information technology
- People issues in information technology
- Generic computer application skills development
- Application of computer skills to workplace

Assessment

Assessment Activity	Weighting	Learning Outcomes

Resources

Required Text

Zimmerman, Zimmerman, Shaffer, Pinard New *Perspectives on Microsoft Office Word 2007, Introductory,* Thomson Course Technology

Parsons, Oja, Ageloff, Carey New *Perspectives on Microsoft Office Excel 2007, Introductory,* Thomson Course Technology

Adamski, Finnegan New *Perspectives on Microsoft Office Access 2007, Introductory,* Thomson Course Technology

Recommended Reading

O'Leary T.J. & O'Leary L.J. (2008) *Computing Essentials 2008 (Complete).* McGraw-Hill

1.8   Management

SMS Code	BX553001 BS101530 HR600530	Directed Learning hours	70
Level	5	Workplace or Practical Learning hours	Nil
Credits	15	Self-Directed Learning hours	80
Prerequisites	None	Total Learning Hours	150
NQF Unit standards assessed in this course: No			
This course approved in another Programme No	Name of other Programme: N/A			

Aims

Students will understand the factors that influence management and the organisation and apply a range of factors.

Learning Outcomes

On successful completion of this course students will be able to:

1.   Describe management, identify the purpose of organisations and understand the problem solving/decision making process in organisations

2.   Understand the influence of management theories and perspectives on management practices

3.   Evaluate the impact of organisational culture and the external environment on organisations

4.   Understand the influence of ethics and social responsibility on managerial decision making and define sustainable development

5.   Understand the planning and control processes and apply both through an example

6.   Evaluate organisational structures and recommend a structure for a specific situation

7.   Apply leadership and motivational techniques and an effective delegation process to a range of situations

8.   Apply two approaches to change management to an example of an organisational situation

Content

- Purpose of organisations
- Management roles and skills
- Decision making and problem solving
- Management theories and perspectives and their influence on contemporary practice
- Importance of ethics, social responsibility and sustainable development
- Organisational planning, implementation and control
- Organisational design and organisational structure
- Leadership, motivation and delegation
- Approaches to change management and their application

Assessment

Assessment Activity	Weighting	Learning Outcomes
Test	30%	
Report	30%	
Examination	40%	

Resources

Required Texts

S Samson, D. A. & Daft R.L. (2005) *Management.* (2nd Pacific Rim ed.) Southbank, Victoria

Recommended Texts and Resources

Daft R.L., & Marcic, D. (2006). *Understanding management*. (5th ed.). Mason, OH: Thomson Business and Economics.

Lindberg, L., & Inkson, K. (2002). *Management: Perspectives for New Zealand* (3rd ed.). Auckland, New Zealand: Pearson Education.

Samson, D. A., & Daft R. L. (2005). *Fundamentals of management.* (2nd Pacific Rim ed) South Melbourne, Victoria: Thomson Business and Economics.

Semler, R. (1994*). Maverick. The success story behind the world's most unusual workplace.* London: Arrow

New Zealand Management magazine (online)

NZ Business (online)

Harvard Business Review (online)

1.9   Applied Management

SMS Code	BX663601 BS201636 HR600636	*Directed Learning hours*	56
Level	6	*Workplace or Practical Learning hours*	Nil
Credits	15	*Self-Directed Learning hours*	94
Prerequisites	Management BX553001 or equivalent	*Total Learning Hours*	150

NQF Unit standards assessed in this course: No
*This course approved in another Programme No	Name of other Programme: N/A*

Aims

Students will develop competency through applying management concepts.

Learning Outcomes

On successful completion of this course students will be able to:

1. Prepare a project proposal to identify methods for finding possible solutions to a specified business problem.

2. Examine, discuss and apply appropriate management concepts and methodologies to a specified business problem

3. Critically review the processes used to complete the project

Content

- Business problem identification with rationale
- Project plan including scope, resources and problem solving model to be used
- Research methods and process
- Analysis of data
- Management concepts – may include planning, control, leadership, organisation
- Report suitable for senior management
- Critical review of completed project process and research outcomes with recommended improvements.

Assessment

Assessment Activity	Weighting	Learning Outcomes
Project Proposal	15%	
Project Report	50%	
Individual Critical Review	20%	
Oral Presentation	15%	

Resources

Required Texts
Samson, D. A., & Daft, R. L. (2005). *Management.* (2nd Pacific Rim ed.) Southbank, Victoria: Thomson

Recommended Texts and Resources

Bartol, K., Tein, M., Matthews, G., & Martin D., (2008). *Management foundations: A Pacific Rim focus*, North Ryde, NSW: Australia McGraw-Hill

Daily Newspapers, eg,, The Press, National Business Review (NBR) and Management Periodicals

Emerson, L. (Ed). (2005). *Writing guidelines for business students* (3rd ed.). Southbank, Victoria: Thomson Dunmore Press

Gomez-Meija, L. R., Balkin, D. B., & Cardy, R. L. (2008). *Management: People, performance, change*. (3rd ed.).New York: McGraw-Hill.

Jones G. R., & George, J.M. (2008). *Contemporary management* (5th ed.). Boston, MA: McGraw-Hill / Irwin.

Scholtes, P. R.., (1998). *The leader's handbook: Making things happen, getting things done.* NY: McGraw Hill.

Smollan, R., Sisley, R., & Le Fevre, M. (2000). *Applied management – New Zealand case studies*. Palmerston North, New Zealand: Dunmore Press.

1.10   Research Methodology

SMS Code	BX660001	Directed Learning hours	56
Level	6	Workplace or Practical Learning hours	Nil
Credits	15	Self-Directed Learning hours	94
Prerequisites	None	Total Learning Hours	150
NQF Unit standards assessed in this course: No			
This course approved in another Programme No Name of other Programme: N/A			

Aims

To introduce students to the key analytical tools used within business and the implications for managerial decisions. Students will learn to apply appropriate research methodologies to identify and solve a business related problem.

Learning Outcomes

On successful completion of this course students will be able to:

1.   Apply quantitative methods within the decision-making process.

2.   Analyse and examine quantitative methods used in the business environment.

3.   Integrate learned knowledge to develop applications for the solution of business problems.

4.   Demonstrate and apply the principles and methods of research.

5.   Develop a research proposal.

6.   Utilise common statistical tools contained within standard business software (particularly spreadsheets).

7.   Describe various types of research methodologies.

8.   Compare and apply techniques used in processing and analysing data.

9.   Analyse and evaluate relevant case study materials.

Content

Assessment

Assessment Activity	Weighting	Learning Outcomes
Workbook	24%	
Essay	8%	
Proposal	12%	
On-Line Quiz	12%	
Exam	20%	

Resources

Required Texts

Cooper D. R., & Schindler, P. S. (2008). *Business research methods*. (10th ed.). Boston: McGraw-Hill.

Recommended Texts and Resources

TBA

2. Level 5 Courses

2.1 Web Design Fundamentals

Course Descriptor located in J:\Shared\Programmes\Approved Programme Documents\SAB\ARCHIVE

1549.09 CPIT BAM Course Descriptors Final .doc p 117

2.2   Accounting Practices

SMS Code	BX550101 BS101501	Directed Learning hours	70
Level	5	Workplace or Practical Learning hours	Nil
Credits	15	Self-Directed Learning hours	80
Prerequisites	None	Total Learning Hours	150
NQF Unit standards assessed in this course: No			
This course approved in another Programme No	Name of other Programme: N/A			

Aims

Students will record and process financial transactions and prepare financial statements and cash budgets for entities in accordance with current accounting practices.

Learning Outcomes

On successful completion of this course students will be able to:

1.   Process GST transactions on a GST invoice basis from source documents to financial statements both manually and using a commercial software accounting package for a sole trader or small company.

2.   Process transactions through the accounts payable accounts receivable, inventory, and non-current tangible assets subsystems and prepare reconciliations for bank, receivables and payables.

3.   Describe the major similarities and differences between the various accounting entities and be able to prepare financial statements for one accounting entity other than that chosen in learning outcomes one and two.

4.   Prepare a cash budget for a sole trader or small company incorporating GST using a spreadsheet.

Content

- Chart of accounts design and coding
- Source documents
- Data input
- General and subsidiary ledgers
- Reconciliation of control accounts with subsidiary ledgers

- Trial balance
- Period end accruals
- Depreciation
- Bad and doubtful debts
- Closing and reversing entries

Assessment

Assessment Activity	Weighting	Learning Outcomes
Assignment	35%	1 & 2
MYOB Assessment	25%	1, 2 & 4
Examination – min 40% required to pass	40%	1, 2, & 3

Resources

McIntosh , R. (2007) *Accounting Practices: the NZ Context (2*nd* ed.)* Auckland, N.Z. : Pearson/Prentice Hall

Inland Revenue Department, GST Guide

Computer Accounting Package MYOB

Spreadsheet Program - Excel

2.3 Sustainable Practice in Business

SMS Code	SD503001			
Level 5		5	Credits	15
Total Learning Hours		150	Directed Learning hours	60
Workplace or Practical Learning hours		0	Self-Directed Learning hours	90
Prerequisite: none				
Course approved in another Programme: Yes - Diploma in Applied Tourism and Travel – Sustainable Practice 2.				

Aims

To identify and analyse existing sustainable methods and processes used in industry, and to develop and introduce a change plan to improve current practice

Learning Outcomes

At the successful completion of this course, students will be able to:

1. Identify and analyse existing practices of sustainability within an industry.

2. Use a systems approach to introduce changes to methods and processes operating for the sustainability of a business within a chosen context.

3. Use a range of tools to gather data, identify issues, set priorities and implement change

Content

- Examination and evaluation of case studies outlining the concepts and methods involved in sustainable practice for a business within a chosen context.
- Analysis of case studies in sustainable practice.
- Methods, techniques and skills required to implement changes to businesses to address sustainable practice.

Learning/Teaching Strategies/Methods

Lecture series, field trips, practical workshops, project work, presentations, videos

Assessment

Assessment	Weighting	Learning Outcomes
Case study	80%	1, 2
Presentation	20%	1, 2

Completion requirements

Successful completion of all assessments.

Student Reading List

Course web logs, on-line library

2.4   Exploring Tourism and Hospitality

SMS Code	BX550104	*Directed Learning hours*	60
Level	5	*Workplace or Practical Learning hours*	Nil
Credits	15	*Self-Directed Learning hours*	90
Prerequisites	Nil	*Total Learning Hours*	150
NQF Unit standards assessed in this course: Nil			
This course approved in another Programme Yes *Name of other Programme: Diploma in Applied Travel and Tourism*			

Aims

Students will understand concepts of the global tourism and hospitality industries, and apply this knowledge in the New Zealand context

Learning Outcomes

At the successful completion of this course, students will be able to:

1   Understand the key terms and concepts associated with tourism and hospitality, and the nature of these industries.

2   Analyse the current status of tourism in New Zealand in terms of the factors that influence its growth and success.

3   Understand the roles of participants in the supply of the tourism product and their inter-relationships.

4   Understand the factors that affect the demand for tourism and hospitality, including the role of destination marketing.

5   Evaluate the impacts of tourism.

Content

- Key terms and concepts of the tourism and hospitality industries
- Trends and factors influencing the growth of tourism
- Structure of the tourism and hospitality industries in New Zealand
- Tourism supply and demand
- Role of marketing in tourism destination development
- Economic, social, cultural and environmental impacts of tourism
- Sustainable practice
- Investment issues related to New Zealand tourism

Assessment

Assessment Activity	Weighting	Learning Outcomes
Integrated assessments	90%	1-5
Weblog contribution	10%	1-5

Note: Literacy and/or numeracy assessed within current assessment tasks are mapped against Learning Progressions.

Resources Required:

Computer and Internet

3. Level 6 Courses

3.1 Operations Management

SMS Code	BX632001	Directed Learning hours	56
Level	6	Workplace or Practical Learning hours	Nil
Credits	15	Self-Directed Learning hours	94
Prerequisites	None	Total Learning Hours	150
NQF Unit standards assessed in this course: No			
This course approved in another Programme No Name of other Programme: N/A			

Aims

The aim of this course is 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.

Learning Outcomes

On successful completion of this course students will be able to:

1.   Understand the primary role and functions of operations management within the organisational and external environment.

2.   Demonstrate understanding of quality management principles.

3.   Identify a range of quality management tools and techniques in the design of efficient and effective operating systems including data collection and collation that facilitate process improvement, and apply to a service and manufacturing situation.

4.   Explain and apply principles and practices for the design and specification of products, services, processes, jobs and systems, including project management.

5.   Understand and apply performance measurement and control.

6.   Evaluate resource planning, sales forecasting and production planning techniques and apply the principles of capacity management.

7.   Explain the principles of supply chain management, integrated systems strategies, activity scheduling and apply to a given situation.

Content

- Different types of operations and the factors influencing the system's choice including the external environment
- Primary role and importance of operations management and how it relates to other organisational functions
- Define 'quality' and understand its main features and significance to operations management. Undertake a comparative analysis for choosing one quality management tool over another, and apply to a service and manufacturing situation
- Describe data types, and sources and techniques for obtaining data and describe the relationship between performance measurement and management control
- Understand the role of project management including the multi-disciplinary interaction for product design and process selection for producing goods and services

- Explain the steps in production planning incorporating the role of sales forecasting and capacity management in resource planning. Recommend an appropriate forecasting mode for a given situation
- Critically analyse and apply the principles of supply chain management, integrated systems strategies and activity scheduling.

Assessment

Assessment Activity	Weighting	Learning Outcomes
Case Study 1	25%	1, 5
Case Study 2	25%	2, 4
Examination –	50%	2, 3, 6, 7

Resources

Required Texts

TBA

Recommended Texts and Resources

TBA

3.2   Introduction to Business Analysis

Course descriptor located in J:\Shared\Programmes\Approved Programme Documents\SAB\ARCHIVE

1549.09 CPIT BAM Course Descriptors Final .doc p 46

3.3 Business Operations in a Global Context

Course descriptor located in J:\Shared\Programmes\Approved Programme Documents\SAB\ARCHIVE

1549.09 CPIT BAM Course Descriptors Final .doc p p23

3.4   Catering Events Management

SMS Code	BX660004	*Directed Learning hours*	56
Level	6	*Workplace or Practical Learning hours*	Nil
Credits	15	*Self-Directed Learning hours*	94
Prerequisites	*None*	*Total Learning Hours*	150
NQF Unit standards assessed in this course: No			
This course approved in another Programme No *Name of other Programme: N/A*			

Aims

The aim of this course is to develop student's knowledge and understanding of the importance of event catering to the hospitality sector. This course researches and critiques a range of event catering, and students will analyse the extent and type of planning required to implement and manage such events. Students will develop the necessary management skills required to organise, plan, manage, market and implement a specific catering event ensuring both customer satisfaction and profitability.

Learning Outcomes

On successful completion of this course students will be able to:

1.   Research and critique the nature and types of events related to the hospitality sector.

2.   Research and evaluate the nature of event catering as a marketing tool and as a planning strategy for destinations.

3.   Integrate the knowledge and skills to organise, manage and market catering events to various target audiences.

4.   Maximise the economic benefits of catering events while avoiding or reducing costs and negative impacts.

5.   Examine one event and provide an analysis of the impact of the events.

Content

- Issues in catering events management
- Planning, organising and running a successful catering event
- Exploring a range of catering events
- Sectors of the catering events industry
- Future trends in catering.

Assessment

Assessment Activity	Weighting	Learning Outcomes
Assignment1	25	1
Test	25	2
Assignment 2	50	3, 4, 5

Resources

Required Texts – to be advised

Recommended Texts and Resources - to be advised

3.5   Event Logistics

SMS Code	BX660005	Directed Learning hours	56
Level	6	Workplace or Practical Learning hours	Nil
Credits	15	Self-Directed Learning hours	94
Prerequisites	None	Total Learning Hours	150
NQF Unit standards assessed in this course: No			
This course approved in another Programme No | Name of other Programme: N/A			

Aims

To enable students to develop an understanding of and an appreciation for the conceptual thinking, strategic planning and tactical implementation of operational systems and processes to achieve event and management performance outcome.

Learning Outcomes

On successful completion of this course students will be able to:

1. Describe the systems, physical resources and management processes of venue operation to an event case study.

2. Analyse and critique the customer management and site logistics of an event.

3. Apply staging elements to indoor and outdoor events

4. Develop an event in a specified physical location and show how elements of event production ,eg, lighting, sound and effects, contribute to the success of an event

5. Apply technical elements and theory to an event case study.

6. Critically review operational and health and safety issues surrounding the management of events in indoor and outdoor settings.

Content

- Public Assembly Facility (PAF) language (how used and understood), and management via Concentric (a software facility management tool)
- Application of elements of event production
- Influences on customers via particular configurations of the servicescape
- Importance of knowledge of sound, lighting, pyrotechnics, electrical and other staging elements
- Operational understanding of crowd control at events
- Operational demonstration of health and safety standards as applied to events
- Appreciation of performers and performance

Assessment

Assessment Activity	Weighting	Learning Outcomes
Outdoor/Indoor Event Logistics Case Study	60%	1,2,3,4,5,6
Observation Exercise	10%	2,6
Event Management Logistics Report	30%	2,5,6

Resources

Required Text

Allen, J. et al., (2008) *Festival and special event management* (4th ed.). Milton, Queensland: John
Wiley & Sons.

3.6   Entrepreneurship

SMS Code	BX660006	*Directed Learning hours*	56
Level	6	*Workplace or Practical Learning hours*	Nil
Credits	15	*Self-Directed Learning hours*	94
Prerequisites	*None*	*Total Learning Hours*	150

NQF Unit standards assessed in this course: No
This course approved in another Programme No | Name of other Programme: N/A

Aims

Students will acquire a broad overview of the principles, theories and practice of entrepreneurship and analyse the significance of entrepreneurial activity to economic well-being. They will explore the key resources, skills, techniques, attitudes and ethics required to operate successfully in an entrepreneurial environment. Students will also examine the role of governments and other regulatory bodies in fostering entrepreneurial activity.

Learning Outcomes

On successful completion of this course students will be able to:

1.   Identify and describe the roles and impacts of entrepreneurs and their activities world-wide, but particularly in the New Zealand business context.

2.   Investigate and describe the skills and strategies of successful entrepreneurs.

3.   Explain how entrepreneurs recognise, create and seize opportunities and mobilise resources to take these opportunities to the marketplace.

4.   Analyse and evaluate the risks involved in entrepreneurship and identify suitable risk minimization strategies.

5.   Explain the role of government and other regulatory bodies in fostering entrepreneurial activity, particularly in New Zealand.

Content

- Significance of entrepreneurs and entrepreneurial activity to NZ and world
- The entrepreneurial mind for an entrepreneurial society
- The founder and team
- Discovering and commercializing the opportunity
- Resourcing entrepreneurial ventures
- Business risks
- Role of government and other regulatory bodies

Assessment

Assessment Activity	Weighting	Learning Outcomes
Assignment 1	25%	1, 2
Assignment 2	35%	3, 4, 5
Examination –	40%	1 - 5

Resources

Required Texts

Students will be required to purchase a compiled set of selected readings. While there is no required text, students are expected to complement their reading from the list of recommended listings below.

Recommended Texts and Resources

Banfe, C. (1991). *Entrepreneur: From zero to hero: How to be a blockbuster entrepreneur.* NY: Van Nostrand Reinhold.

Bolton, B., & Thompson, J. (2004). *Entrepreneurs: Talent, temperament, technique* (2nd ed.). Boston: Elsevier Butterworth-Heinemann.

Cameron, A., & Massey, C. (2002). *Entrepreneurs at work: Successful New Zealand business ventures.* Auckland, New Zealand: Prentice Hall.

Coulter, M. (2003). *Entrepreneurship in action.* (2nd ed.). Upper Saddle River, N.J:Prentice Hall.

Dollinger, M. (2003). *Entrepreneurship: Strategies and resources* (3rd ed.). Upper Saddle River, N.J: Prentice Hall.

Frederick, H. H., Kuratko, D. F., & Hodgetts, R. M., (2007). *Entrepreneurship: Theory, process, practice* (Asia-Pacific edition). Australia: Thomson

Hisrich, R. D., & Peters, M. P. (2002). *Entrepreneurship.* Boston: McGraw-Hill/Irwin.

Shane, S. (2004). *A general theory of entrepreneurship: The individual-opportunity nexus.* Cheltenham, United Kingdom: Edward Elgar.

Vinturella, J. B. (1999). *The entrepreneur's field book*. Upper Saddle River, N.J: Prentice Hall

3.7   Event Planning and Management

SMS Code	BX660007	*Directed Learning hours*	56
Level	6	*Workplace or Practical Learning hours*	Nil
Credits	15	*Self-Directed Learning hours*	94
Prerequisites	*None*	*Total Learning Hours*	150
NQF Unit standards assessed in this course: No			
*This course approved in another Programme No	Name of other Programme: N/A*			

Aims

The purpose of this course is to enable students to use contemporary project management, event and conference planning theory in the planning, management and evaluation of events and conferences.

Students will be asked to demonstrate the use of creative design tools and techniques in their planning processes, as well as utilising project planning and generic management models and software applicable to the event industry.

Students will be required to demonstrate how different perspectives on events (ie, economics, community, visitors, and the environment) require different management approaches and how recognition of the interrelatedness of all these perspectives can enhance event production, marketing and impacts.

Learning Outcomes

On successful completion of this course students will be able to:

1.   Identify and describe event typologies and models and analyse industry and environmental trends and the implications for event management.

2.   Manipulate elements of event design to be able to creatively enhance the quality of patrons' leisure experiences related to celebrations, events and special occasions.

3.   Utilise project and financial management tools and processes as a means of documenting components for risk management.

4.   Critically review literature and case studies to analyse application to event delivery and management.

5.   Utilise computer based project planning and research tools available in the management of events and projects.

6.   Describe and apply risk identification and risk management tools and techniques to the planning and animation phases of events.

Content

- Understanding of event terminology and taxonomy
- Influence of stakeholders, and the external environment of business on the modern event company
- Importance of goal setting and event project planning tools and processes
- Elements of a situated activity system and its contribution to event management
- Understanding of the role of risk assessment in event management
- Be able to create and utilise a risk assessment template and process
- Influences of symbolic-interaction, sociology and leisure theory on our understanding of how people experience leisure

Assessment

Assessment Activity	Weighting	Learning Outcomes
Assignment	30%	1 - 2
Event Plan/Presentation	50%	3, 5 - 6
Critical Review + 15 hours work	20%	4

Resources

Required Texts

Allen, J., O'Toole, W., McDonnell, I., & Harris, R. L., (2008). *Festival and special event management*. (4th ed). Milton, Queensland: John Wiley & Son

3.8   Food and Beverage Operations

SMS Code	BX660008	*Directed Learning hours*	56
Level	6	*Workplace or Practical Learning hours*	Nil
Credits	15	*Self-Directed Learning hours*	94
Prerequisites	*None*	*Total Learning Hours*	150
NQF Unit standards assessed in this course: No			
This course approved in another Programme No *Name of other Programme: N/A*			

Aims

The aim of this course is to develop the student's conceptual understanding of the manager's role in a food and beverage/catering organisation or area of an organisation. Students will explore the characteristics and procedures of food and beverage operations and demonstrate an understanding of pertinent law in this sector. In addition they will evaluate appropriate planning, monitoring and control techniques applicable to food and beverage operations. Students will also examine the financial, human and physical resources required for success in this field.

Learning Outcomes

On successful completion of this course students will be able to:

1.   Develop competence in application of food and beverage management knowledge, skills and attitudes.

2.   Provide understanding and practice in functional management in practical management situations.

Content

- Characteristics and procedures of food and beverage operations.
- Product development
- Alcohol evaluation, characteristics and styles
- Logistics and inventories
- Financial planning and forecasting
- Food and beverage production management
- Quality control systems in food and beverage
- Legal framework related to the food and beverage sector
- Formulating effective promotional strategies to attain sales and volume targets

Assessment

Assessment Activity	Weighting	Learning Outcomes
Assignment2	30%	1, 2
Test	30%	1, 2
Examination –	40%	1, 2

Resources

Required Texts

Davis, B., Lockwood, A., & Stone, S. (1998). *Food and beverage management.* (3rd ed.). Oxford, United Kingdom: Butterworth-Heinemann.

Recommended Texts and Resources

Cousins, J., Foskett, D., & Shortt, D. (2001). *Food and beverage management.* (2nd ed.). Harlow: Prentice Hall.

Lawler, E. (2001). *Lessons in service from Charlie Trotter.* Berkeley: Ten Speed Press.

Payne-Palacio, J., & Theis, M. (2004). *Introduction to food service* (10th ed.). Upper Saddle River, N.J: Prentice Hall.

Waller, K. (1996). *Improving food and beverage performance.* Oxford, United Kingdom: Butterworth & Heinemann

Additional Resources:

Cornell Hotel and Restaurant Administration Quarterly

Foodservice Equipment & Supplies

Hospitality (London)

Hospitality Design

International Journal of Contemporary Hospitality Management

International Journal of Tourism Research

Lodging Hospitality

Restaurant Hospitality

Tourism & Hospitality Research

3.9   Facilities Management

SMS Code	BX660009	*Directed Learning hours*	56
Level	6	*Workplace or Practical Learning hours*	Nil
Credits	15	*Self-Directed Learning hours*	94
Prerequisites	*None*	*Total Learning Hours*	150
NQF Unit standards assessed in this course: No			
This course approved in another Programme No	Name of other Programme: N/A			

Aims

The aim of this course is to provide students with the skills, knowledge and aptitude to develop an understanding of facilities management within the hotel industry. Students will examine and evaluate key functions and responsibilities in the management and operation of specialised facilities, property and inventories.

Learning Outcomes

On completion of this course students will be able to:

1.   Develop competence in application of facilities management knowledge, skills and attitudes.

2.   Provide understanding and practice in functional management in practical management situations

Content

- Facilities management operational aspects
- Relationship of facilities management to rooms division operations management
- Facilities management environmental issues
- Contract services for facilities management
- Health and safety issues in facilities management
- Safety and security requirements in the hotel industry

Assessment

Assessment Activity	Weighting	Learning Outcomes
Assignment	30%	1, 2
Case Study	30%	1, 2
Examination	40%	1, 2

Resources

Required Texts

TBA

Recommended Texts and Resources

Atkin, B. & Brooks, A. (2000). *Total facilities management*. Oxford, United Kingdom: Blackwell Science.

Barrett, P., & Baldry, D. (2003). *Facilities management: Towards best practice* (2nd ed.). Oxford, United Kingdom: Blackwell Publishing.

Borsenik, F. D. (1992). *The management of maintenance and engineering systems in the hospitality industry*. NY: Wiley.

Brauer, R. (1992). *Facilities planning: The user requirements method* (2nd ed.). NY: Amacom.

Ransley, J. & Ingram, H. (Eds.). (2004). *Developing hospitality properties and facilities*. (2nd ed.). Oxford, United Kingdom: Elsevier Butterworth Heinemann.

Stipanuk, D. & Roffman, H. (2006). *Hospitality facilities management and design*. Michigan: Educational Institute of the American Hotel and Lodging Association.

Then, D. (1999). *Facilities management and the business of space*. London: Arnold

3.10 Business Culture in a Global Context

Course descriptor located in J:\Shared\Programmes\Approved Programme Documents\SAB\ARCHIVE

1549.09 CPIT BAM Course Descriptors Final .doc p 20

3.11   Innovation and Creativity

SMS Code	BX660011	Directed Learning hours	56
Level	6	Workplace or Practical Learning hours	Nil
Credits	15	Self-Directed Learning hours	94
Prerequisites	None	Total Learning Hours	150
NQF Unit standards assessed in this course: No			
This course approved in another Programme No	Name of other Programme: N/A			

Aims

This course examines the nature of creativity and innovation within a business environment. Students will master a number of practical tools to aid the creative process, and learn how to use innovation to establish and maintain competitive advantage in increasingly unpredictable business environments.

Learning Outcomes

On successful completion of this course students will be able to:

1. Apply a range of creativity tools to the solution of business and organisational problems.

2. Describe the nature of innovation and its evolution as a major force in business competitive strategy.

3. Identify and critique the key features of innovative organisations.

4. Describe how organisations can nurture and evaluate various types of innovation, and ultimately craft an organisation that will embrace innovation.

5. Appraise models which manage innovation.

6. Diagnose an existing business or organisation's current level of innovation.

Content

- The need for creativity, invention and innovation
- Creativity and innovation tools
- Types and dimensions of innovation
- The innovation process
- Models for managing innovation
- Nurturing innovation
- Crafting an innovative organisation
- Innovation capability assessment

Assessment

Assessment Activity	Weighting	Learning Outcomes
Assignment 1	25%	1,2,3
Assignment 2	35%	4,5,6
Examination	40%	1-6

Resources

Required Texts
Students will be required to purchase a compiled set of selected readings. While there is no required text, students are expected to complement their reading from the list of recommended listings below.

Recommended Texts and Resources

Allen, K.R. (2003). *Bringing new technology to market.* New Jersey: Prentice Hall.

Australian Institute of Management. (2004). *Innovation and Imagination at Work (2ⁿᵈ ed.).* Sydney, Australia: McGraw-Hill.

Christensen, C.M. (2001). *Harvard Business Review on Innovation.* Harvard Business School Publishing Company.

Christensen, C.M., & Raynor, M.E. (1997). *The Innovator's dilemma*: *When new technologies cause great firms to fail (Management of Innovation and Change Series).* USA: President and Fellows of Harvard College.

Christensen, C.M., & Raynor, M.E. (2003). *The Innovator's solution: Creating and sustaining successful growth*. Boston: Massachusetts: Harvard Business School Press.

Clegg, B. (1999). *Creativity and innovation for managers*. Oxford, United Kingdom: Butterworth-Heinemann.

Shapiro, S. (2002). *24/7 Innovation.* NY: McGraw Hill.

Tidd, J, Bessant, J., & Pavitt, K., (2005). *Managing innovation: Integrating technological, market and organization change (3ʳᵈ ed.).* Chichester, England: Hoboken Wiley.

Tidd, J., Bessant, J., & Pavitt, K., (2007). *Innovation and entrepreneurship.* Chichester, England: John Wiley & Sons Ltd.

Williams, A. (1999). *Creativity, invention and innovation* (3rd ed.). NSW, Australia: Allen and Unwin.

3.12   Market Development and Sales

SMS Code	BX660012	Directed Learning hours	56
Level	6	Workplace or Practical Learning hours	Nil
Credits	15	Self-Directed Learning hours	94
Prerequisites	Intro to Marketing or equivalent	Total Learning Hours	150
NQF Unit standards assessed in this course: No			
This course approved in another Programme No Name of other Programme: N/A			

Aims

To enable students to understand and apply the principles and practices of personal selling, as used by organisations to develop long-term partnerships with customers; and the importance of personal selling to organisational performance.

Learning Outcomes

On successful completion of this course students will be able to:

1.   Analyse the nature and importance of "sales "in today's market.

2.   Investigate and analyse the knowledge and skill requirements of personal selling.

3.   Develop and demonstrate the personal selling process, for a sales environment.

4.   Create a personal and territory management strategy.

Indicative Content

- The nature of sales: selling and sales people; building relationships
- Knowledge and skills requirement of personal selling: ethical and legal issues, buyer behaviour and buying process, communication principles, adaptive selling.
- The selling process: prospecting, planning the sales call, strengthening the sales presentation, obtaining commitment, formal negotiations
- Personal and territory management strategy: managing time and territory, managing intra company relationships, managing your career

Assessment

Assessment Activity	Weighting	Learning Outcomes
Assignment One	40%	1,2
Assignment Two	25%	3
Test	35%	2,3,4

Resources

Required Texts

Weitz, B. A., Castleberry, S. B., Tanner J.F. (2007). *Selling: building partnerships*, (6th ed.). Boston: McGraw-Hill Irwin.

3.13 Organisational Behaviour

SMS Code	BX660013	Directed Learning hours	56
Level	6	Workplace or Practical Learning hours	Nil
Credits	15	Self-Directed Learning hours	94
Prerequisites	None	Total Learning Hours	150
NQF Unit standards assessed in this course: No			
This course approved in another Programme No Name of other Programme: N/A			

Aims

Students will evaluate, analyse and assess the impact that individuals, groups, and structures have on the behaviour of people within organisations. Students will develop an analytical awareness of their personal and inter - personal behaviour and the effect of that behaviour as members of formal and informal working groups. Students will synthesise an understanding of introductory social and psychological phenomena in organisations at individual, group and inter-group levels.

Learning Outcomes

On successful completion of this course students will be able to:

1.   Evaluate the impact of personal and interpersonal behaviour in the workplace environment from an individual, managerial and organisational perspective.

2.   Critically analyse the antecedent behaviours within the internal and external workplace environment that contributes to behaviours.

3.   Analyse different behavioural and psychological techniques to influence and manage workplace behaviour.

4.   Evaluate the implications of implementing change to individuals and organisations and its effect on organisational dynamics such as power, authority, leadership, culture, interpersonal relationships and ethics.

5.   Synthesize a range of conflict management strategies for interpersonal reconciliation and organisational alignment.

Content

Personal organisational behaviour considerations
- Sources and measurement of individual differences and perceptions
- Applied analysis, transformation and evaluation of emotional intelligence
- Predict behaviour by evaluating personal learning patterns and strategies
- Application of specialised knowledge of motivation theory to self

Interpersonal organisational behaviour considerations
- Critically analysis of psychological contracts, trust and stress
- A comparative study of the effectiveness of communication strategies in divergent situations
- Predict behaviour by evaluating interpersonal learning patterns and strategies
- Application of specialised knowledge of motivation theory as it in interpersonal relationships

Managerial considerations
- Power distance and authority issues
- Conflict management towards reconciliation

- Concepts of empowerment, delegation and autonomy

Organisational considerations

- Research the correlation between organisational behaviour and culture and climate
- Critically analyse the advantages and disadvantages of a deliberate induction and socialisation process
- Diversity, EEO and Treaty of Waitangi
- Behaviour management techniques to address restructuring, merges, downsizing, redundancy and other changes

Assessment

Assessment Activity	Weighting	Learning Outcomes
Report 1	25%	1
Report 2	40%	2 - 3
Examination	35%	4 - 5

Resources

Required Texts

Elkin, G., Jackson, B., & Inkson, K. (2008). *Organisational behaviour in New Zealand: Theory and practice.* (3rd ed) Auckland: Prentice Hall.

Recommended Texts and Resources

George, J.M. & Jones, G.R. (2008). *Understanding and managing organizational behaviour.* (5th ed.). Reading, Mass: Addison Wesley

Wood, J. (2007). *Organisational behaviour: Core concepts and applications* (4th revised ed.). United States: John Wiley and Sons Ltd

3.14   Project Management

SMS Code	BX660014	*Directed Learning hours*	56
Level	6	*Workplace or Practical Learning hours*	Nil
Credits	15	*Self-Directed Learning hours*	94
Prerequisites	*None*	*Total Learning Hours*	150
NQF Unit standards assessed in this course: No			
This course approved in another Programme No *Name of other Programme: N/A*			

Aims

This course will enable the student to learn the basic principles and terminology of project management, and apply this to create project plans using project management software (MS Project®). Covers Gantt chart, work breakdown structure (WBS), links, resources, and costs.

Learning Outcomes

On successful completion of this course students will be able to:

1.   Distinguish project management and general management

2.   Use MS Project software.

3.   Create work breakdown structure(WBS)

4.   Create Gantt chart.

5.   Schedule activities.(durations)

6.   Create logical links

7.   Assign resources, including people and equipment

8.   Assign labour and fixed costs

9.   Optimise project for cost, time and resource workload

10.   Determine critical path

11.   Implement simple control using percentage complete.

12.   Produce reports.

Content

Assessment

Assessment Activity	Weighting	Learning Outcomes
Assignment	15%	1
Test	25%	2 - 6
Exam	40%	7 - 12

Resources

Required Texts
Burke, R. (2007). *Introduction to Project Management*. London, New York: Burke Publishing

Recommended Texts and Resources

AS/NZS 4360. (2004). *Risk management.* (Refer to Library Database for full text Australia and NZ Standards).

Chatfield, C. & Johnson, T. (2004). *Microsoft Office Project 2003.* Redmond, WA: Microsoft Press.

Microsoft. (2007). *Microsoft Office Project 2007.* United States: John Wiley and Sons Ltd.

PMI. (2004) *A guide to the project management body of knowledge (PMBOK guide)* (3 ed)

3.15 Rooms Division Operations Management

SMS Code	BX660015	Directed Learning hours	56
Level	6	Workplace or Practical Learning hours	Nil
Credits	15	Self-Directed Learning hours	94
Prerequisites	None	Total Learning Hours	150
NQF Unit standards assessed in this course: No			
This course approved in another Programme No Name of other Programme: N/A			

Aims

The aim of this course is to provide students with the skills, knowledge and aptitude to develop, implement and monitor management planning in the operations of the front office and housekeeping division. Students will be able to explore and evaluate the current management practice required by the sector and make the appropriate management responses to changes in the operating environments through the analysis of each of the fundamental management issues used in a quality accommodation service operation.

Learning Outcomes

On successful completion of this course students will be able to:

1. To develop competence in application of rooms division operation knowledge, skills and attitudes.

2. To provide understanding and practice in functional management in practical management situations.

Content

Assessment

Assessment Activity	Weighting	Learning Outcomes
Assignment1	30%	1, 2
Assignment 2	30%	1, 2
Examination –	40%	1, 2

Resources

Required Texts
TBA

Recommended Texts and Resources
Casado, M. (2005). *Hospitality management: A capstone course*. New York: Pearson Education.

Goldsmith, A. (1997). *Human resource management for hospitality services.* London: International Thomson Business Press.

Gray, W. S. (2003) *Hotel and motel management and operations.* Upper Saddle River, N.J.: Pearson/Prentice Hall.

Hayes, D. K. (2006). *Hotel operations management*. Upper Saddle River, N.J: Pearson Prentice Hall.

Jones, T. J. A. (2005). *Professional management of housekeeping operations*.(4th ed.). Hoboken, N.J.: John Wiley & Sons.

Kasavana, M. (2001). *Managing front office operations.* Lansing, Michigan Educational Institute: American Hotel & Lodging Association.

O'Shannessy, V., Haby, S. & Richmond, P. (2001). *Accommodation services*. Frenchs Forest, N.S.W.: Pearson Education.

Riley, M. (2000). *Managing people: A guide for managers in the hotel and catering industries.* Oxford; Boston: Butterworth Heinemann.

Vallen, G.K. & Vallen J.J. (2000). *Check in check out.* (6th ed.). Upper Saddle River; N.J.: Irwin.

3.16 Services Marketing Management

SMS Code	BX660016	Directed Learning hours	56
Level	6	Workplace or Practical Learning hours	Nil
Credits	15	Self-Directed Learning hours	94
Prerequisites	None	Total Learning Hours	150

NQF Unit standards assessed in this course: No

This course approved in another Programme No Name of other Programme: N/A

Aims

Students will understand the roles, functions and application of services marketing management within contemporary New Zealand organisations. They will explore the key resources, skills, techniques, attitudes and ethics required to operate successfully in a range of service environments.

Learning Outcomes

On successful completion of this course students will be able to:

1. Examine the concepts of services marketing management and evaluate their relationship to organisations and their environments.

2. Demonstrate an understanding of the importance of customer focused strategies for delivering quality customer service within a range of organisations

3. Analyse how services marketing management concepts are applied in organisations and identify and evaluate the quality measures and tools adopted by service organisations.

4. Develop and present a contextualised service quality plan aimed at improving customer satisfaction and establishing a sustainable competitive advantage.

Content

- The nature of services and service consumption, and its marketing consequences for organisations (historical context and contemporary context)
- Services marketing management planning (strategic and operational planning processes, internal and external environments)
- Services marketing dimensions
- Market orientation (understanding customers, their service expectations and experience)
- Relationship marketing
- Service quality, value and customer satisfaction
- Managing integrated marketing communication (service brands, image and reputation)
- Internal marketing and managing service culture
- Quality assessment tools and improvement programmes (methods of measuring service quality, quality standards and accreditation programmes, monitoring service failure and service recovery techniques)
- Strategic planning concept linked to quality improvement strategies
- Performance criteria linked to customer satisfaction
- Service quality key factor in building competitive advantage
- Service innovation

Assessment

Assessment Activity	Weighting	Learning Outcomes

Assignment	30%	1
Case Study	40%	2 - 3
Assignment	30%	4

Resources

Required Texts

TBA

Recommended Texts and Resources

TBA

3.17 Special Topic Level 6

SMS Code	BX660017	*Directed Learning hours*	56
Level	6	*Workplace or Practical Learning hours*	Nil
Credits	15	*Self-Directed Learning hours*	94
Prerequisites	*Some level 6 study*	*Total Learning Hours*	150
NQF Unit standards assessed in this course: No			
This course approved in another Programme No *Name of other Programme: N/A*			

Aims

Students will carry out research into a special topic in business. They will present a research proposal and will negotiate objectives, learning plan, assessment criteria and time frame with an academic supervisor and the Programme Manager.

Learning Outcomes

On successful completion of this course students will be able to:

1. Demonstrate an understanding at a higher level of a specific topic along with the ability to apply the underlying principles and concepts to this field of study.

2. Self manage learning by selecting and assigning priorities within restricted resources and to organise work to meet tight deadlines.

3. Defend views effectively though writing and a verbal presentation.

Content

Assessment

May be negotiated

Assessment Activity	Weighting	Learning Outcomes
Project	60%	1-3
Self Assessment and Reflection	20%	2 - 3
Presentation	20%	4

Resources

Recommended Readings and Resources

Students are encouraged to read widely from appropriate academic sources relevant to the topic being researched.

3.18 Tourism Principles and Transport

Course descriptor located in J:\Shared\Programmes\Approved Programme Documents\SAB\ARCHIVE

1549.09 CPIT BAM Course Descriptors Final .doc p67

3.19 Sport Facility Management

SMS Code	BX660019	Directed Learning hours	56
Level	6	Workplace or Practical Learning hours	Nil
Credits	15	Self-Directed Learning hours	94
Prerequisites	None	Total Learning Hours	150
NQF Unit standards assessed in this course: No			
This course approved in another Programme No Name of other Programme: N/A			

Aims

To provide students with the skills, knowledge and aptitude to understand the requirements of managing sporting and recreational facilities. This course integrates theoretical knowledge and practical applications of facility management.

Learning Outcomes

On successful completion of this course students will be able to:

1. Demonstrate a knowledge of the financial implications of managing a facility

2. Research, analyse and critically examine facility specific issues

3. Evaluate the viability of hosting an event within a specific sporting facility

4. Identify and suggest resolutions for Occupational Health and Safety issues surrounding sporting facilities.

Content

Assessment

Assessment Activity	Weighting	Learning Outcomes
Presentation	25%	1,2,3
Case Study	25%	2,3
Examination	25%	1
Assessed performance on industry placement	25%	1,2,3,4

Resources

Required Texts

At the commencement of the course, students will be advised of the text required for the course which may be selected from:

Alexander, K. (1996). *Facilities Management: Theory and Practice*. London: Taylor and Francis

Atkin, B. & Brooks, A. (2000). *Total Facilities Management*. Oxford: Blackwell.

Barrett, P & Baldry, D. (2003). *Facilities Management: Towards Best Practice*. Oxford: Blackwell Science

Recommended Texts and Resources

TBA

3.20 International Tourism and Transport

NB:2013 Course has been replaced

SMS Code	BX660020	Directed Learning hours	56
Level	6	Workplace or Practical Learning hours	Nil
Credits	15	Self-Directed Learning hours	94
Prerequisites	None	Total Learning Hours	150
NQF Unit standards assessed in this course: No			
This course approved in another Programme No Name of other Programme: N/A			

Aims

Students will examine the roles of the tourism industry and government organisations, with particular reference to the international transportation sector. They will become familiar with the factors which influence tourism development and impact on the provision of tourist transport services.

Learning Outcomes

On successful completion of this course students will be able to:

1   Identify and discuss the various modes of tourist transport.

2   Demonstrate an understanding of the principles of international tourism transportation and critically evaluate the linkages and synergies required to operate effectively.

3   Discuss and evaluate government involvement in the development and management of transport services.

4   Analyse factors impacting on the future growth and development of tourism with particular reference to the transportation sector.

Content

- Modes of tourism transportation
- Tourist transport networks
- Government involvement in tourism transportation
- Competition and supply and demand in transportation sector
- Issues that impact on the future of tourism

Assessment

Assessment will be decided prior to the commencement of each delivery of the course and students will be advised in the first class or during the first official contact with the lecturer/facilitator, of the assessment requirements and schedule. The maximum number of assessments per course is 3.

Resources

Required
Recommended

3.21 Intermediate Financial Accounting

SMS Code	BX660101	Directed Learning hours	56
Level	6	Workplace or Practical Learning hours	Nil
Credits	15	Self-Directed Learning hours	94
Prerequisites	Intro to Accounting or equivalent	Total Learning Hours	150
NQF Unit standards assessed in this course: No			
This course approved in another Programme No Name of other Programme: N/A			

Aims

Students will apply the regulatory and technical aspects of financial accounting and external reporting for companies and evaluate financial and non-financial information.

Learning Outcomes

On successful completion of this course students will be able to :

1. Account for the formation of a company and demonstrate application of requirements to account for change to equity.

2. Understand the application and implication of various financial standards in preparation of financial statements.

3. Demonstrate the process of analysis and interpretation of financial information via a research report.

4. Prepare elimination entries and financial statements for business combinations.

Research current theoretical issues in accounting.

Content

*   Formation of a company and shareholders equity
*   Financial Statements; the New Zealand framework, GAAP (specific aspects of latter 2)
*   Consolidated financial statements: 100% single subsidiaries, elimination entries
*   Current issues in financial accounting

Assessment

Assessment Activity	Weighting	Learning Outcomes
Test	20%	1, 2
Assignment 1 – Part A	5%	3
Assignment 1 – Part B	15%	3
Assignment 2	20%	2
Examination	40%	2, 4, 5

Resources

Required Texts

Smart, M.J & Bourke, D.H (2008). *Financial accounting: a NZ perspective.* (2nd ed.). Auckland: Pearson Education

Recommended Texts and Resources

Westwood, M. (2000). *Financial accounting in New Zealand* (3rd ed.). Auckland, New Zealand: Longman Paul

Full texts of Financial Reporting Standards, etc., in the Accountant's Handbook.

NZICA website: www.nzica.co.nz

NZSE website: www.nz.co.nz

NZ Institute of Chartered Accountants. *Chartered Accountants Journal of New Zealand*.

National Business Review.

ODT – Business section.

3.22 Intermediate Management Accounting

SMS Code	BX660201	Directed Learning hours	56
Level	6	Workplace or Practical Learning hours	Nil
Credits	15	Self-Directed Learning hours	94
Prerequisites	Intro to Accounting or equivalent	Total Learning Hours	150
NQF Unit standards assessed in this course: No			
This course approved in another Programme No Name of other Programme: N/A			

Aims

Students will collect, interpret, present and use relevant management accounting information for an organisation to effectively plan, control and make appropriate decisions regarding business operations.

Learning Outcomes

On successful completion of this course students will be able to:

1. Calculate, apply and evaluate different types of costs to various costing systems.

2. Apply management tools to assist in the planning and control of business operations.

3. Use management accounting information to assist decision-making.

Content

- Types of cost and cost behaviour
- Costs in both manufacturing and service firms
- Methods of costing
- Budgeting
- Variances
- Cost-volume-profit analysis
- Pricing
- Performance evaluation

Assessment

Assessment Activity	Weighting	Learning Outcomes
Test	30%	1
Assignment	20%	2
Examination	50%	1, 2, 3

Resources

Required Texts

S Garrison, R. H., Noreen, E.W., & Brewer, P. C. (2008). *Managerial accounting*, (12th ed.). Boston: McGraw-Hill/Irwin

Recommended Texts and Resources

Langfield-Smith, K., Thorne, H., & Hilton, R. W. (2006). *Management accounting: Information for managing and creating value*. (4th ed.). North Ryde, NSW: McGraw-Hill

3.23   Introduction to Finance

SMS Code	BX660301	Directed Learning hours	56
Level	6	Workplace or Practical Learning hours	Nil
Credits	15	Self-Directed Learning hours	94
Prerequisites	Intro to Accounting or equivalent	Total Learning Hours	150
NQF Unit standards assessed in this course: No			
This course approved in another Programme No Name of other Programme: N/A			

Aims

Students will apply financial management knowledge and skills to a small or medium size business for decision-making purposes.

Learning Outcomes

On successful completion of this course students will:

1. Understand the business finance environment.

2. Apply capital budgeting techniques and evaluate investment decisions.

3. Apply knowledge of working capital to effectively manage a business for a given situation.

4. Compare and contrast financing options to recommend a course of action.

5. Discuss the principles of capital structure and cost of capital, and calculate the cost of capital.

6. Apply business finance knowledge to a given situation and provide recommendations.

Content

- Financial management, financial planning and financial control
- Effects of risks and taxation in business finance decisions
- Basic concepts of working capital management
- Capital expenditure (capital budgeting) techniques including risks in investments
- Capital structure, sources of finance, cost of capital
- Short- and long-term financing including dividend policy

Assessment

Assessment Activity	Weighting	Learning Outcomes
Test	35%	1,2
Case Study	15%	6
Examination – min 40% required to pass	50%	3,4,5

Resources

Required Texts
Gitman, L.J., Juchau, R., & Pearson, K (2007). *Principles of managerial finance* (4th ed.) Frenchs Forest, NSW: Addison Wesley

Recommended Texts and Resources

ODT, Management magazine, Harvard Business Review, National Business Review, NZ Business, television and radio broadcasts

3.24 Internal Auditing

Course Descriptor located in J:\Shared\Programmes\Approved Programme Documents\SAB\ARCHIVE

1549.09 CPIT BAM Course Descriptors Final .doc p 121

3.25   Taxation in New Zealand

SMS Code	BX660601	*Directed Learning hours*	56
Level	6	*Workplace or Practical Learning hours*	Nil
Credits	15	*Self-Directed Learning hours*	94
Prerequisites	*Introduction to Accounting or equivalent*	*Total Learning Hours*	150
NQF Unit standards assessed in this course: No			
This course approved in another Programme No *Name of other Programme: N/A*			

Aims

Students will apply knowledge of taxation rules to New Zealand taxable entities in a range of situations.

Learning Outcomes

On successful completion of this course students will:

1.   Apply taxation rules to given taxable income situations.

2.   Understand the nature of deductions for taxation purposes and prepare a statement of taxable income for a given situation.

3.   Demonstrate an understanding of the rules associated with the reporting, calculation and payment of taxes.

4.   Apply the associated tax rules for individuals and trusts and prepare the IR3 return for individuals.

5.   Apply the taxation rules for a close company and prepare the IR4 return.

6.   Apply the Goods and Service Tax (GST) rules and prepare the GST return.

7.   Understand the nature of, and calculate, Fringe Benefit Tax (FBT) payable.

Content

Assessment

Assessment Activity	Weighting	Learning Outcomes
Test	20%	1, 2
Assignment	20%	2, 4
Examination -	60%	3, 4

Resources

Required Texts
Master Tax guide current year's edition.
Relevant IRD publications and returns - these will be obtained for you.

Recommended Texts and Resources

Alley, C.R. (latest edition) *New Zealand taxation.* Wellington: Brookers

NZ Institute of Chartered Accountants. *Chartered Accountants Journal* of New Zealand.

McKenzie, A. (latest edition) *GST: a practical guide.* Auckland, CCH New Zealand.

Veal, J.A. & Turner, T. (2008). *Staples Tax Guide*: Wellington New Zealand: Brookers.

Taxation Information Bulletin, Wellington, Inland Revenue.
http://www.ird.govt.nz/aboutir/newsletters/tib/

3.26   The Law of Business Entities

Course Descriptor located in J:\Shared\Programmes\Approved Programme Documents\SAB\ARCHIVE

1549.09 CPIT BAM Course Descriptors Final .doc p122

3.27 Business Law

Course Descriptor located in J:\Shared\Programmes\Approved Programme
Documents\SAB\ARCHIVE

1549.09 CPIT BAM Course Descriptors Final .doc p 119

3.28   International Trade and Finance

Course Descriptor located in J:\Shared\Programmes\Approved Programme Documents\SAB\ARCHIVE

1549.09 CPIT BAM Course Descriptors Final .doc p44

3.29 Principles of Leadership

SMS Code	BX663001 BS201636 HR600636	Directed Learning hours	56
Level	6	Workplace or Practical Learning hours	Nil
Credits	15	Self-Directed Learning hours	94
Prerequisites	Management or equivalent	Total Learning Hours	150

NQF Unit standards assessed in this course: No

This course approved in another Programme No Name of other Programme: N/A

Aims

Students will understand concepts and apply principles of leadership. Students will create a personal plan to develop leadership capabilities.

Learning Outcomes

On successful completion of this course students will be able to :

1. Consider various contemporary leadership themes and their connection to business, including the effect of culture on leadership styles.

2. Assess and evaluate their current leadership potential (skills, abilities and knowledge) and how these impact on their leadership capability.

3. Evaluate the application of leadership concepts in business contexts.

4. Discuss the role of leadership in society in relation to social responsibility.

Content

- Leadership concepts: behaviours, traits, skills, attitudes, knowledge, contemporary developments
- Situational factors of leadership, e.g., levels of management
- Stages in the business life cycle
- The link with strategy
- Cultural aspects, e.g., organisational, ethnic, perceptions, e.g., own, others, multi-cultural organisations
- Self-assessment processes, e.g., leadership frame of reference for practice and development; personal development planning
- Leadership and change management
- Leadership and different business entities, e.g., large, small; profit, not-for-profit; private, public; others
- Social responsibility and leadership, e.g., ethics, responsibility to stakeholders, community, environment

Assessment

Assessment Activity	Weighting	Learning Outcomes
Essay	20%	4
Symposium	50%	1, 3
Reflective Report	30%	2

Resources

Required Texts

Daft, R.L., & Lane, P. G. (2008). *The leadership experience* (4th ed.). Ohio: Thomson/South-Western

Recommended Readings and Resources

Australian Institute of Management. (2002). *The Heart and Soul of Leadership.* Sydney, Australia: McGraw-Hill

Cammock, P. (2003). *The dance of leadership: The call for soul in 21 century leadership.* Auckland, New Zealand: Prentice Hall

Clawson, J. (2003). *Level three leadership: Getting below the surface* (3rd ed.). New Jersey: Prentice Hall.

Covey, S. (2002). *Principle-centred leadership.* New York: Simon & Schuster

Cranwell-Ward, J., Bacon, A., & Mackie, R. (2002). *Inspiring leadership: Staying afloat in turbulent times.* Australia: Thompson

Dreher, D. (1996). *The tao of personal leadership.* New York: Harper Business

Greenleaf, R., & Spears, L. C. (2002). *Servant leadership: a journey into the nature of legitimate power and greatness.* New York: Paulist Press.

Hughes, R., Ginnett, R. & Curphy, G. (2006). *Leadership: Enhancing the lessons of experience.* New York: McGraw-Hill/Irwin

Manning, G., & Curtis, K. (2007). *The art of leadership.* McGraw-Hill Irwin.

Scholtes, P. R. (1998). *The leader's handbook: Making things happen, getting things done.* New York: McGraw-Hill.

Semler, R. (1994). *Maverick: the success story behind the world's most unusual workplace.* London. Arrow

3.30   Strategic Planning for Small Business

SMS Code	BX663101 BS201631	*Directed Learning hours*	56
Level	6	*Workplace or Practical Learning hours*	Nil
Credits	15	*Self-Directed Learning hours*	94
Prerequisites	*None*	*Total Learning Hours*	150
NQF Unit standards assessed in this course: No			
This course approved in another Programme No Name of other Programme: N/A			

Aims

Students will develop a strategic plan for a small business in New Zealand.

Learning Outcomes

On successful completion of this course, students will:

1.   Determine the values, beliefs and vision for a small business to inform the strategic plan.

2.   Conduct analyses to inform the strategic plan.

3.   Determine the direction, goals, tactics and key performance indicators for a small business to inform the strategic plan.

4.   Develop and present a strategic plan and associated implementation plan for a small business.

Content

Assessment

Assessment Activity	Weighting	Learning Outcomes
Assignment Values and Beliefs	10%	1
Assignment Current Position of Business	20%	2
Assessment Objectives and Strategies	40%	3 & 4
Assessment Strategic Plan	30%	5

Resources

Required Texts

A Campbell, D, Stonehouse, G, & Houston,B.(2002). *Business Strategy, An Introduction.* 2nd Edition. Butterworth Heinemann, Auckland.

Recommended Texts and Resources

TBA

3.31 Human Resources

SMS Code	BX663301 BS201633 HR600633	Directed Learning hours	56
Level	6	Workplace or Practical Learning hours	Nil
Credits	15	Self-Directed Learning hours	94
Prerequisites	None	Total Learning Hours	150
NQF Unit standards assessed in this course: No			
This course approved in another Programme No Name of other Programme: N/A			

Aims

Students will understand the roles, functions and application of human resource management within contemporary New Zealand organisations.

Learning Outcomes

On successful completion of this course students will be able to:

1. Discuss the relationship between human resource management, the organisation and its internal and external environment.

2. Apply the principles of job design to organisational effectiveness, and complete a job analysis.

3. Compile a recruitment and selection strategy that effectively applies best practice and relevant legislation for a specific position.

4. Develop a formal induction programme and a training needs analysis and plan for a learning event from pre-determined organisational variables.

5. Demonstrate understanding of performance management and critically examine strategies to review individual performance.

6. Discuss the conceptual framework of remuneration and rewards management and its application.

7. Identify and apply health and safety responses that ensure legal compliance.

8. Discuss the application of metrics used to inform HR business decisions.

Content

- Human resource management as a concept and a process
- Functions relevant to those listed in learning outcomes
- Work-life balance (in relation to health and safety)

Assessment

Assessment Activity	Weighting	Learning Outcomes
Assignment	20%	2 - 4
Assignment (Pairs)	35%	1, 5 - 6
Exam	45%	1 - 8

Resources

Required Texts

Stone, R.J. (2008). *Managing human resources.* Brisbane, Australia: Wiley

Recommended Texts and Resources

Macky, K., & Johnson, G. (2003). *Managing human resources in New Zealand. (2nd ed.).* Sydney, Australia: McGraw Hill.

Rudman, R. (2002). *Human resources management in New Zealand.* Auckland, New Zealand: Prentice Hall

Rudman, R. (2008). *New Zealand employment law guide.* Auckland, New Zealand: CCH.

Journals

Human Resources (Human Resources Institute of New Zealand, HRINZ)

Employment Today (NZ)

Databases

ABI Inform including:

Training and Development (US)

Workforce (UK)

People Management (US)

Brookers Case Law and Statutes

3.32 Industrial Relations/Employment Relations

SMS Code	BX663501 BS201635 HR600635	Directed Learning hours	56
Level	6	Workplace or Practical Learning hours	Nil
Credits	15	Self-Directed Learning hours	94
Prerequisites	None	Total Learning Hours	150
NQF Unit standards assessed in this course: No			
This course approved in another Programme No	Name of other Programme: N/A			

Aims

Students will apply knowledge of current Industrial Relations legislation, processes and practices, and understand the relationship of the parties involved.

Learning Outcomes

On successful completion of this course students will be able to:

1. Explain selected key factors that have affected the development of New Zealand's industrial relations

2. Explain how the significant provisions of key current legislation affect employment relationships

3. Apply legal provisions to analyze the nature of the relationships between parties

4. Critique and analyse employment agreements for legal compliance in selected contexts

5. Analyze the negotiation of an employment agreement

6. Explain the impact of industrial law on the resolution of a variety of employment relationship problems including the termination of employment

Content

- Employment relations: nature, interaction with environmental influence and development in New Zealand
- Collective approaches to employment relations
- Nature and content of the employment agreement
- Bargaining and conflict resolution
- Personal grievances
- Enforcement of employment agreements
- Current issues in employment relations

Assessment

Assessment Activity	Weighting	Learning Outcomes
Moodle Post & Reply	10%	1
Assignment	25%	2 - 4
Negotiation	25%	5
Test	40%	1 - 6

Resources

Required Texts

Rudman, R., (2008). *New Zealand employment law guide*. Auckland, New Zealand: Commerce Clearing House.Stone,

Recommended Texts and Resources

Employment Relations Act, 2000. (Brookers Database)

3.33 Consumer Behaviour

SMS Code	BX664401	Directed Learning hours	56
Level	6	Workplace or Practical Learning hours	Nil
Credits	15	Self-Directed Learning hours	94
Prerequisites	Intro to Marketing or equivalent	Total Learning Hours	150
NQF Unit standards assessed in this course: No			
This course approved in another Programme No Name of other Programme: N/A			

Aims

Students will understand buyer behaviour and develop appropriate marketing communication strategies to reach consumer and organisation markets.

Learning Outcomes

On successful completion of this course students will be able to:

1. Describe and examine the buyer decision making process and associated influences on marketing communication strategies for target market(s).

2. Identify and evaluate target market(s) and select a positioning strategy to target the chosen market segment(s).

3. Design evaluate and integrate suitable marketing communication strategies and tactics for a desired market.to achieve the desired market position

Indicative Content

- Consumer decision making process and associated implications for marketing communication strategies
- Internal and external influences on the consumer decision making process
- Target market segmentation and positioning strategies
- Broad marketing mix for products/goods/ and/or service based
- Integrated marketing communication perspectives
- Marketing communications objectives
- Message execution
- Planning activities and budgeting
- Integrated marketing communication
- Key performance indicators and financial implications

Assessment

Assessment Activity	Weighting	Learning Outcomes
Assignment	30%	1
Critique	20%	2
Assignment	50%	3

Resources

Required Text – to be advised

Recommended Text

Belch, G.E., and Belch, M.A. (2007). *Advertising and Promotion. An Integrated Marketing Communication Perspective. (*7th ed*)* New York: McGraw Hill/Irwin

Blackwell, R., D'Souza, C., Taghian, M., Miniard, Paul., & Engel, J. (2007). *Consumer Behaviour. An Asia Pacific Approach.* Australia: Thomson

Hawkins, D., Best, R., & Coney, K., (2004). *Consumer behaviour, building market strategy* (9th ed). Boston: McGraw Hill.

Kotler, P., Adam, S., Brown, L., & Armstrong; G. (2006) *Principles of Marketing,* (3rd ed.) Frenchs Forest NSW: Pearson Prentice Hall

McDonald, M., and Dunbar, I. (2004). *Market Segmentation. How to do it. How to profit from it.* Oxford: Elseview Butterworth-Heinemann.

Neal, C.M., Quester, P.G., & Hawkins, D. I. (2006). *Consumer Behaviour: implications for marketing Strategy,* (4th ed.). Australia:McGraw Hill

Peart, J., & Macnamara, J., (1996). *New Zealand public relations handbook.* Lower Hutt, New Zealand: Mills
Percy, L. (2012). *Strategic Integrated Marketing Communications*. Taylor & Francis.

Quester, P.G., Pettigrew, S. & Hawkins, D.I. (2011). *Consumer behaviour: implications for marketing strategy,* (6th ed.). NSW, Australia: McGraw Hill.

Smith, P.R. (2011). *Marketing communications integrating offline and online with social media.*

Solomon, M.R., Previte, J., & Russell-Bennett, R. (2013). *Consumer behaviour: Buying, having, being*. Frenchs Forest, NSW: Pearson Australia.

Warner, C. (2011). *Media Selling: Television, Print, Internet, Radio*. Wiley-Blackwell.

Yeshin, T. (2012). *Integrated Marketing Communications*. Taylor & Francis.

3.34   Market Planning and Control

SMS Code	BX664801	Directed Learning hours	56
Level	6	Workplace or Practical Learning hours	Nil
Credits	15	Self-Directed Learning hours	94
Prerequisites	Intro to Marketing or equivalent	Total Learning Hours	150
NQF Unit standards assessed in this course: No			
This course approved in another Programme No Name of other Programme: N/A			

Aims

Students will produce an operational marketing plan for a market or business of interest.

Learning Outcomes

On successful completion of this course students will be able to:

1.   Develop appropriate marketing objectives

2.   Formulate strategies and tactics to achieve the objectives

3.   Design and monitor a marketing plan

Indicative Content

- Market planning
- Strategic marketing planning process
- Internal environment
- External trends and analysing markets
- Market segmentation, targeting and positioning
- Competitor, SWOT and situational analysis
- Setting marketing objectives and marketing strategies
- Marketing plan:design a monitoring and control system
- Key performance indicators and financial implications

Assessment

Assessment Activity	Weighting	Learning Outcomes
Test	25%	1,2
Report –Part A	20%	1,2
Report –Part B	55%	1,2,3,4

Resources

Required Text
Kotler, P. & Keller, K. L. (2008). *Marketing management.* (13th ed). Upper Saddle river, NJ: Pearson Prentice Hall

Recommended Text

Guiltinan, J.P., Paul, G.W., & Madden, T.J. (1997). *Marketing management: strategies and programmes* (6th ed.). International edition. McGraw Hill.

Marketing Magazine (New Zealand)

National Business Review

Havard Business Review

3.35 Applied Computing

Course Descriptor located in J:\Shared\Programmes\Approved Programme Documents\SAB\ARCHIVE

1549.09 CPIT BAM Course Descriptors Final .doc p 17

3.36 Systems Analysis and Design

Course Descriptor located in J:\Shared\Programmes\Approved Programme Documents\SAB\ARCHIVE

1549.09 CPIT BAM Course Descriptors Final .doc p 64 "Systems Development Project

3.37 Principles and Practices of Quality Management

SMS Code	BX660104	Directed Learning hours	56
Level	6	Workplace or Practical Learning hours	nil
Credits	15	Self-Directed Learning hours	94
Prerequisites	none	Total Learning Hours	150
This course approved in another Programme No Name of other Programme: na			

Aims

To introduce learners to the principles and practices of quality management and quality systems; and to the tools and techniques used in developing, implementing and improving quality within organisations

Learning Outcomes

On completion of this course learners will:

1. understand the development of approaches to quality management and organisational performance improvement as the basis of contemporary practice

2. understand the underlying principles and concepts of quality management

3. recognise contemporary best practice with regard to management of quality

4. understand the differences between systemic (sustainable) and project (quick-fix) approaches to quality improvement

5. understand the importance of prioritising quality improvement to maximise business benefit

6. recognise the possibilities in integrating various quality approaches for 'business fit'

7. be able to critique organisational approaches to management of quality

Indicative Content

- Historical developments in quality assurance: Tayler and Taylerism, Deming and TQM, Toyota Production System; Six Sigma
- Excellence Frameworks e.g. Baldrige
- Quality Circles and Team Work
- Fundamentals of TQM
- Lean thinking
- Systems thinking
- Benchmarking
- Quality enhancement tools
- Systemic versus quick-fix approaches
- Theory of Constraints
- Costs of quality
- Double-loop learning (sustainability of improvements)

Assessment

Assessment Activity	Weighting	Learning Outcomes
Project	100%	1,2,3,4,5,6,7

Resources

Recommended:

There is a rich literature in the field of quality management and business/performance excellence, including texts, articles, on-line resources and resource packs provided by quality agencies e.g. NZ Organisation for Quality; NZ Business Excellence Foundation. The US site, Baldrige.org is particularly useful. Key readings will be provided to learners as part of the course materials.

Learners will be expected to source, engage with and share resources applicable to their learning context.

"The Ultimate Improvement Cycle"; Bob Sproull (ISBN 978-1-4200-9034-5)

3.38   A systems approach to Sustainable Practice

SMS Code	BX660105	Directed Learning hours	56
Level	6	Workplace or Practical Learning hours	Nil
Credits	15	Self-Directed Learning hours	94
Prerequisites	None	Total Learning Hours	150
This course approved in another Programme No Name of other Programme: na			

Aim

To provide the background as to how and why human activity is currently unsustainable and to establish the importance of future thinking.

Learning Outcomes

At the successful completion of this course students will be able to:

1.   Discuss the ecological processes that support life systems and human impacts on these.

2.   Analyse and discuss patterns of human civilization and investigate some of the factors that contributed to their success or decline.

3.   Discuss the relationship between human activity and nature.

4.   Investigate the tipping point issues that have influenced thinking about sustainability.

5.   Analyse trends, issues and opportunities that will influence future activity and generations on this planet.

Indicative Content

- Economic, social, cultural and political aspects of human relationship with nature
- Pupuri Taoka (looking after resources) whakatakoto tikaka mo Te Ao Turoa (conservation and natural resource management according to Maori values) and kaitiakitaka (guardianship).
- Ecology
- Sustainable development
- Systems thinking
- Change process

Assessment

Assessment Activity	Weighting	Learning Outcomes
Assignment	30%	1, 2, 3
Assignment	40%	4, 5
Learning Journal	30%	1, 2, 3, 4, 5. 6

Resources

Population Connection. World Population 'dot' video Retrieved 21 July, 2008, from
http://www.populationconnection.org/site/PageServer?pagename=issues_main

Anderson, R. (Writer) (2009). The Business Logic of Sustainability United States: TED Talks.
Retrieved 20 November, 2009, from
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Doerr, J. (Writer) (2007). *Salvation and profit in Greentech*. United Sates: TED Talks. Retrieved 20 November, 2009, from http://www.ted.com/talks/john_doerr_sees_salvation_and_profit_in_greentech.html

McDonough, W. (Writer) (2007). *Cradle to Cradle Design*. United States: TED Talks. Retrieved 20 November, 2009, from http://www.ted.com/talks/william_mcdonough_on_cradle_to_cradle_design.html

Arthus-Bertrand, Y. (Writer) (2009). *Home Home project*. Worldwide: YouTube. Retrieved 10 November, 2009, from http://www.youtube.com/user/homeproject Readings

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MfE (2008). *Climate Change Effects and Impacts Assessment: A Guidance Manual for Local Government in New Zealand* (No. Ref. ME870). Wellington: Ministry for the Environment.

Stern, N. (2005). *The Stern Review*: Economics of Climate Change. *Independent Review*, 27.

Osborne, H. (2006). Stern report: the key points. *UK Guardian* Retrieved 10 November, 2009, from http://www.guardian.co.uk/politics/2006/oct/30/economy.uk

New Market Research (2006). *The growth in the New Zealand Solutions Seekers demographic*. Wellington: MOXIE Design Group Ltd. Retrieved 5July, 2008, from http://www.moxie.co.nz/_site/insight.php

Biomimicry Institute (2007, January 2010). Biomimicry Institute - Inspiring, Educating and Connecting Biomimics throughout the world Retrieved 12 November, 2009, from http://www.biomimicryinstitute.org/

Hawkins, P., Lovins, A., & Lovins, L. H. (2000). *Ecology of Commerce: A Declaration of Sustainability*. Snowmass, CO.: Rocky Mountain Institute.

The Outlook From Someday (2008). 2.0 *A Maori Perspective on Sustainability*. 5. Retrieved 1 June, 2009, from http://www.theoutlookforsomeday.net/

Meadows, D., Meadows, D., & Randers, J. (2004). *Limits to Growth- The 30-Year Update.* White River Jct., VT: Chelsea Green Publishing.

3.39   Social Media and Engagement

SMS Code	BX660106A	Directed Learning hours	56
Level	6	Workplace or Practical Learning hours	0
Credits	15	Self-Directed Learning hours	94
Prerequisites	n/a	Total Learning Hours	150
NQF Unit standards assessed in this course: none			
This course approved in another Programme No Name of other Programme: No			

Aim

To engage and have dialogue with a chosen community to support the implementation of sustainable practice

Learning Outcomes

At the successful completion of this course, students will be able to:

1   Articulate and evaluate the relevant key messages needed to engage with an identified community.

2   Evaluate the current levels of engagement with the chosen community

3   Evaluate a range of new and traditional media platforms and dialogue tools for engaging the chosen community.

4   Apply several engagement techniques to achieve more sustainable behaviours within this community.

5   Develop and implement an engagement strategy using chosen platforms.

6   Review the effectiveness of the strategy in engaging the chosen community of practice.

Content

- Engagement and dialogue methods
- Social media communication tools.
- Strategy development and implementation
- Review of engagement and dialogue success..

Assessment

Assessment Activity	Weighting	Learning Outcomes
Project Report	60%	1, 2, 3, 4, 5, 6
Presentation on engagement and an evaluation of its effectiveness	15%	6
Reflective Journal	25%	1, 2, 3, 4, 5, 6,

Resources

The evolving and growing family of online communication tools.

3.40   Creating Living Buildings

SMS Code	BX660107B	*Directed Learning hours*	56
Level	6	*Workplace or Practical Learning hours*	50
Credits	15	*Self-Directed Learning hours*	44
Prerequisites	None	*Total Learning Hours*	150
This course approved in another Programme No *Name of other Programme: na*			

Aims

To apply the living building principals to a chosen project in the built environment.

Learning Outcomes

At the successful completion of this course, students will be able to:

1. Discuss present built environment practices and strategies for their level of sustainability.

2. Identify the drivers of change that are/will affect the built environment.

3. Analyse the strengths and weaknesses of current built environment practices and strategies used to evaluate the level of sustainable performance and outcomes.

4. Discuss the current value case for using sustainable construction systems in a project.

5. Articulate the level of sustainable construction and performance technologies in a chosen project.

Indicative Content

- Traditional and modern construction methods and materials
- Collaborative design processes and case studies
- Built environment codes and rating systems strengths and weaknesses
- International approaches to sustainable construction

Assessment

Assessment Activity	Weighting	Learning Outcomes
Project	65%	1,2,3, 4
Oral presentation	15%	4
Learning Journal	20%	All

Resources

Kibert, C. J. (2005). *Sustainable Construction: Green Building Design and Delivery* (1 ed.). New York, USA: Wiley.

https://ilbi.org/lbc/standard

3.41   Sustainable Land Management

SMS Code	BX660108	Directed Learning hours	56
Level	6	Workplace or Practical Learning hours	50
Credits	15	Self-Directed Learning hours	44
Prerequisites	None	Total Learning Hours	150
This course approved in another Programme No Name of other Programme: na			

Aims

To understand how land can be used indefinitely and this be applied to a piece of land.

Learning Outcomes

At the successful completion of this unit students will be able to:

1.   Discuss what sustainable land use is from an economic, social, environmental and political perspective.

2.   Understand the ecological processes that support land systems.

3.   Analyse a piece of land for its capacity to be sustainably used.

Indicative Content

- Ecology
- Soils
- Water
- Sustainable production techniques
- People relationships to land past and present

Assessment

Assessment Activity	Weighting	Learning Outcomes
Assignment	25%	1
Assignment Land Analysis	75%	1, 2, 3

Resources

McLaren, R. G., & Cameron, K. C. (1996). *Soil Science: Sustainable Production and Environmental Protection* (2nd ed.): Oxford University Press; 2nd edition

Cornforth, I. (1998). *Practical soil management* Christchurch: Lincoln University Press.

Brenstrum, Erick. (1998) The New Zealand weather book. Craig Potton Publishing

Sturman, Andrew, Tapper, Nigel. (2006) The weather and climate of Australia and New Zealand. 2nd ed. Oxford University Press.

Malvern Landcare Group (2001) *The New Zealand Irrigation Manual*.

Goodwin, I. (1995). *Irrigation of vineyards : a winegrape grower's guide to irrigation scheduling and regulated deficit irrigation*. Tatura, Vic: Institute of Sustainable Irrigated Agriculture.

3.42 Sustainable Production and Organic Certification

SMS Code	BX660109	*Directed Learning hours*	56
Level	6	*Workplace or Practical Learning hours*	0
Credits	15	*Self-Directed Learning hours*	94
Prerequisites	None	*Total Learning Hours*	150
*This course approved in another Programme No	Name of other Programme: na*				

Aims

To understand the knowledge required for sustainable production and by organic certifying bodies for 'organic' status

Learning Outcomes

At the successful completion of this course, students will be able to:

1. Define the organisations responsible for sustainable production and organic certification.

2. Describe the compliance requirements for meeting sustainable production standards to gain the various levels of organic status in NZ.

3. Describe the implications of non-compliance in terms of actions by the certifying authority.

4. List the main risk areas that could affect a grower's sustainable production and organic status and the methods used to minimise or eliminate these risks.

5. Analyse a piece of land for sustainable production and organic certification.

Indicative Content

- Practices for organic production.
- Requirements to achieve sustainable production standards for various horticulture certifying bodies.
- Organic certifying agencies.
- Organic requirements for certification by various certifying bodies.
- Annual reporting requirements.
- Organic standards, New Zealand and international.
- Risk management for organic growers.

Assessment

Assessment Activity	Weighting	Learning Outcomes
Assignment	25%	1, 2, 3
Assignment Land analysis	75%	1, 2, 3, 4, 5

Resources

BioGro (2009). The latest edition of BioGro Organic Standards from
http://www.bio-gro.co.nz/main.php?page=170

Rombough, L. (2002). *The Grape Grower: A Guide to Organic Viticulture*. White River Junction, VT: Chelsea Green Publishing.

3.43   Social Entrepreneurship

SMS Code	BX660110	Directed Learning hours	35
Level	6	Workplace or Practical Learning hours	0
Credits	15	Self-Directed Learning hours	115
Prerequisites	None	Total Learning Hours	150
This course approved in another Programme Yes / No Name of other Programme: No			

Aims

To analyse and articulate social entrepreneurship in sustainable community.

Learning Outcomes

At the successful completion of this course, students will be able to:

1. Evaluate social change processes through entrepreneurial activity.

2. Understand sustainable community development processes and the relationship to social change.

3. Analyse the change through a community or organisational development initiative using entrepreneurial activity.

Indicative Content

- Principles for sustainable community development
- Leveraging social change

Assessment

Assessment Activity	Weighting	Learning Outcomes
Case Study	35%	3
Project	65%	1, 2, 3,

Resources

Six steps of community engagement
http://www.towards2060.org.nz/6-steps-of-community-engagement/

Readings

Senge, P. M., Smith, B., Schley, S., Laur, J., & Kruschwitz, N. (2008). *The Necessary Revolution: How individuals and organizations are working together to create a sustainable world.* (1st ed.): Doubleday Publishing.

Robèrt, K.-H., Broman, G., Waldron, D., Ny, H., Byggeth, S., Cook, D., et al. (2006). *Strategic Leadership towards Sustainability* (3rd ed.). Karlskrona: Blekinge Institute of Technology.

Web sites of case study organisations

Manukau City Council (2009). Towards 2060 - Think of the Possibilities. Retrieved 24 February, 2010, from http://www.towards2060.org.nz/

Wanaka Wastebusters (2010). Wanaka Wastebusters - reduce, reuse, recycle Retrieved 24 February, 2010, from http://www.wanakawastebusters.co.nz/

CBEC (1989). Community Business and Environment Centre, from http://www.cbec.co.nz/

Whistler Centre for Sustainability (2010). Whistler 2020 - Moving Toward a Sustainable Future Retrieved 24 February, 2010, from http://www.whistler2020.ca

3.44 Tourism Industry and Enterprises

SMS Code	BX660111	Directed Learning hours	60
Level	6	Workplace or Practical Learning hours	
Credits	15	Self-Directed Learning hours	90
Prerequisites	None	Total Learning Hours	150

Aims

Students will gain an understanding of the historical development of tourism. They will analyse and examine its structure and the components which make up the tourism industry nationally and internationally. They will look at tourism enterprises from an operational perspective and the strategies which drive their success in this dynamic business environment.

Learning Outcomes

At the successful completion of this course, students will be able to:

1   Identify and analyse key tourism strategies, policies, stakeholders and enterprises

2   Analyse and evaluate the economics of tourism including positive and negative impacts

3   Identify, compare and evaluate business models associated with tourism enterprises.

4   Examine the dynamic environment within which tourism enterprises operate and evaluate the strategies required for success and sustainable growth.

Indicative Content

- The history, definition and nature of tourism
- Tourism industry strategies and policies (international and national) and their role in tourism enterprise planning
- The economics of tourism including positive and negative impacts
- Development of strategic investment plans – development and growth of the industry, foreign investment, investment opportunities, business opportunities, trade options
- Different business models used in tourism – sustainability, Maori – centred business enterprises
- Research to inform strategies in conjunction with enterprise and industry
- Sustainable business strategies – triple bottom line, financial and investment reporting, managing risk, operational practise
- Change management – helping tourism enterprises and their stakeholders accept change to cope with dynamic and volatile operating environments – leadership roles and styles

Assessment

Assessment Activity	Weighting	Learning Outcomes
Written Destination Report & Presentation	40%	1 - 2
Business Model Assignment	30%	3
Tourism Business Case Study	30%	4

Resources

Required: TBA

Recommended: TBA

3.45   Sustainable Tourism Practices

SMS Code	BX660112	*Directed Learning hours*	50
Level	6	*Workplace or Practical Learning hours*	20
Credits	15	*Self-Directed Learning hours*	80
Prerequisites	None	*Total Learning Hours*	150

Aims

To provide students with an awareness and understanding of the benefits of adopting environmentally, economically sustainable practices which are also socially and culturally sustainable for all tourism sectors.

Learning Outcomes

At the successful completion of this course, students will be able to:

1   Identify and examine sustainability in a tourism context

2   Identify and analyse the complexity and challenges of sustainability in tourism.

3   Discuss and evaluate the implementation of sustainable practices for all sectors of tourism.

4   Discuss the future focus for sustainable practice in relation to the tourism industry and enterprises.

Indicative Content

- Worldviews of tourism and sustainability
- Sustainability – a broad definition and tourism contextualisation – destination and communities, enterprise and operations, environment and culture
- Sectors of tourism and their application of sustainable practices
- Climate change – tourism responses
- Research – reducing the 'footprints'
- Social responsibility and ethics
- Future focus – The Tourism 2050 Project

Assessment

Assessment Activity	Weighting	Learning Outcomes
Assignment (Report)	25%	1 - 2
Assignment (Report)	55%	3 - 4
Presentation of Report Findings	30%	1 - 4

Resources

Required:
TBA

Recommended: TBA

3.46   Accommodation Services Management

SMS Code	BX660113	Directed Learning hours	60
Level	6	Workplace or Practical Learning hours	
Credits	15	Self-Directed Learning hours	90
Prerequisites	None	Total Learning Hours	150

Aims

Students will gain an understanding of management and operational concepts for the sustainable operation of accommodation organisations.

Learning Outcomes

At the successful completion of this course, students will be able to:

1.   Demonstrate an understanding practices used in management accommodation enterprises.

2.   Demonstrate an understanding of facilities management of accommodation enterprises.

3.   Analyse and evaluate the practice of revenue and yield management and other current dynamic pricing trends.

4.   Examine and evaluate the concepts of property management systems and channels of distribution in the accommodation sector

5.   Examine the concepts of services management and evaluate their relationship to accommodation enterprises and their environment.

Indicative Content

- Accommodation operations and management
- Sustainable aspects of accommodation and facilities management
- Management aspects of facility projects –strategic planning, feasibility and development of projects and renovations,
- Practice of dynamic pricing, integration of yield management techniques with technology, internal management issues and external marketing concerns
- Development of pricing strategies, including dynamic value based pricing
- Property management systems – inventory management, business transactions
- Channels of distribution - global distribution system, internet distribution system, reservation systems
- Services marketing management and relationship marketing for accommodation enterprises

Assessment

Assessment Activity	Weighting	Learning Outcomes
Assignment	20%	1 - 2
Assignment	50%	3 - 4
Assignment	30%	5

Resources

Required:

TBA

Recommended:

TBA

3.47   Tourism Multimedia

SMS Code	BX660114	Directed Learning hours	60
Level	6	Workplace or Practical Learning hours	20
Credits	15	Self-Directed Learning hours	70
Prerequisites	None	Total Learning Hours	150

Aims

Students will gain an appreciation of the influence multimedia and in particular social media has on the marketing and selling of tourism products and destinations. Students will also have the opportunity to create multimedia product and content, for use in a tourism enterprise.

Learning Outcomes

At the successful completion of this course, students will be able to:

1. Discuss and examine the role of multimedia in tourism

2. Identify and analyse the components of social media strategies and examine their effectiveness in selling tourism products and services

3. Identify and analyse multimedia tools and techniques used to communicate tourism industry and enterprises, image, brand and reputation

4. Demonstrate the ability to develop and create multimedia content and product, for online use

Indicative Content

- How customers, stakeholders, industry and enterprises create and share user generated content, multi/social media - for use in a tourism context
- Social media tools and their increasing span of influence
- Product design and the link with successful social media marketing strategies
- Social and multimedia effectiveness in selling tourism products
- Research and understanding of your customer and stakeholders
- Increasing yield through 'hyper local' information – using multimedia to market your community
- Multimedia production - tools and techniques eg. Podcasts, webinars, videos, photography, mobile apps, newsletters, blogs, forums, virtual tours, interpretations, storytelling and images – used to gain competitive advantage
- Creating content for online use

Assessment

Assessment Activity	Weighting	Learning Outcomes

Resources

Required: TBA

Recommended: TBA

4. Level 7 Courses

4.1 Business Analysis

Course Descriptor located in J:\Shared\Programmes\Approved Programme Documents\SAB\ARCHIVE

1549.09 CPIT BAM Course Descriptors Final .doc p 77

4.2   Business and Society

SMS Code	BX770003	Directed Learning hours	42
Level	7	Workplace or Practical Learning hours	Nil
Credits	15	Self-Directed Learning hours	108
Prerequisites	Level 6 papers for major	Total Learning Hours	150
NQF Unit standards assessed in this course: No			
This course approved in another Programme No	Name of other Programme: N/A			

Aims

Students will analyse a range of philosophies, concepts and theories of the sociology of work, business ethics and sustainability and apply their understanding in societal and organisational contexts.

Learning Outcomes

On successful completion of this course students will:

1.   Apply business ethics to understand industry dynamics

2.   Select a global issue and appraise its impact on corporate social responsibility (CSR) within a global environment

3.   Critically evaluate theories of sociology as they apply in managerial or organisational contexts

4.   Analyse and recommend strategies that address ethical and sustainability issues and their societal consequences

Content

- Business
- International political, economic and socio-cultural environments
- Corporate social responsibility and responsiveness
- Managing international stakeholder relations
- Contemporary issues that impact business and society
- Internal and external environments
- Business, society and technology
- Managing business ethics in diverse societal environments
- Sustainability
- Managing business ethics in diverse societal environments
- Sustainability

Assessment

Assessment Activity	Weighting	Learning Outcomes
Case study Essay	25%	1 - 3
On-line Forum	25%	3
Global Issues Essay	50%	4

Resources

Required Texts

There is no textbook required for this paper.

Recommended Texts and Resources

Afro-centric Alliance. (2001). Indigenising organisational change: Localisation in Tanzania and Malawi. *Journal of Managerial Psychology*, *16*, 59-78.

Carr, S.C. (2004). *Globalisation and culture at work: Exploring their combined glocality*. Boston: Kluwer Academic Publishers.

Emerson, L. (Ed.) (2000). *Writing guidelines for business students.* (2nd ed.). Palmerston North: Dunmore Press.

Hamada, T. (1995). Inventing cultural others in organisations: Anthropological reflexivity in a multinational firm. *Journal of Applied Behavioural Science, 31*, 162-185.

Mellahi, K. & Wood, G. (2003). *The Ethical Business: Challenges and Controversies.* New York : Palgrave Macmillan.

Morgan, G. (1986). Interests, conflict, and power: Organisations as political systems. In *Images of organisation*. London: Sage.

Perrin, R. (2007). *Pocket Guide to APA Style.* Boston: Houghton & Mifflin.

Wartick, S.L. & Wood, D.J. (2000). *International business and society*. North America Blackwell Series in Business**:** Malden.

Additional Resources

Babbie, E. (2000). *The practice of social research* (9th ed.). CA: Wadsworth Publishing.

Cavana, R.Y., Delahaye, B.L., & Sekaran, U. (2001). *Applied business research: Qualitative and quantitative methods*. Australia: John Wiley & Sons.

4.3   Event Marketing and Sponsorship

SMS Code	BX770004	*Directed Learning hours*	42
Level	7	*Workplace or Practical Learning hours*	Nil
Credits	15	*Self-Directed Learning hours*	108
Prerequisites	*Level 6 papers for major*	*Total Learning Hours*	150
NQF Unit standards assessed in this course: No			
This course approved in another Programme No *Name of other Programme: N/A*			

Aims

The purpose of this course is to apply current theory and practice in analysing, planning, monitoring, evaluating and controlling the marketing efforts related to events.

Learning Outcomes

On successful completion of this course students will be able to:

1.   Apply marketing theory to develop the appropriate mix to the unique aspects of marketing of services.

2.   Explain the marketing concept and outline how the business plan, marketing plan, and marketing communication strategy interrelate.

3.   Describe the different types of marketing communication messages as applied to different stages of the communication process.

4.   Explain the comparative strengths and weaknesses of the various media alternatives.

5.   Explain how marketing communication and media interface.

6.   Apply exchange and marketing theories in the presentation of a sponsorship plan for a specific event.

7.   Apply knowledge of communication vehicles and objectives in the presentation of a marketing communication plan.

8.   Apply marketing theory to a marketing plan for an event.

Content

- Principles of Integrated marketing
- Principles of sponsorship pitching and sponsor leveraging
- Application of communications theory
- Importance of communications messages and media
- Understanding the various media
- Application of marketing theory to an event
- Target marketing and market segmentation, psychographics and V.A.L.s research
- Understanding the impact of consumerism and the market economy

Assessment

Assessment Activity	Weighting	Learning Outcomes
Marketing Report	40%	1 – 2, 8
Communication Report	50%	3 – 5, 7
Sponsorship Presentation	30%	6

Resources

Required Text
TBA

Recommended Text
TBA

4.4   *Management of Information and Communication Technologies*

Course Descriptor located in J:\Shared\Programmes\Approved Programme Documents\SAB\ARCHIVE

1549.09 CPIT BAM Course Descriptors Final .doc p102

4.5 Event Project

SMS Code	BX770006	Directed Learning hours	42
Level	7	Workplace or Practical Learning hours	Nil
Credits	15	Self-Directed Learning hours	108
Prerequisites	Level 6 papers for major	Total Learning Hours	150
NQF Unit standards assessed in this course: No			
This course approved in another Programme No	Name of other Programme: N/A			

Aims

To enable students to plan, create, manage, implement and evaluate an event or event related project. This will involve self-managed responsibility, negotiated within agreed parameters of accountability, for delivery of outcomes as part of a project team and working with a client.

Learning Outcomes

On successful completion of this course students will be able to:

1.   Plan, create, manage implement and evaluate a complex event or event related project as part of a team for a client, agree outcomes, implement and evaluate the event.

2.   Manage time, prioritise and demonstrate capability to manage and order work tasks.

3.   Demonstrate professional codes of conduct as an emerging event professional in all communication, planning and operational functions surrounding the event/project.

4.   Apply planning, management, marketing and evaluation tools and techniques to an event /event project.

5.   Source sponsorship, resources and demonstrate effective and efficient liaison with business partners, suppliers and stakeholders of the event / project.

6.   Work effectively as a member of a team, make an appropriate contribution to this team and be considerate of the needs of fellow team mates, while remaining focused on industry standard event outcomes.

Content

- Leadership, motivation and empowerment
- Event evaluation processes
- Principles of groups and teams, team cohesiveness
- Importance of event ethics and social responsibility
- Demonstration of competence in planning and controlling event logistics
- Practising sponsorship seeking, event evaluation, marketing, event operations planning
- Professional competency in working as a team member

Assessment

Assessment Activity	Weighting	Learning Outcomes
Event / Project Report	50%	1,4,5
Teamwork Evaluation Report	50%	2,3,6

Resources

Required Text

Allen, J. et al., (2008) *Festival and Special Event Management*. (4th ed) John Wiley & Sons, Milton Qld

4.6 International Marketing

SMS Code	BX770007	Directed Learning hours	42
Level	7	Workplace or Practical Learning hours	200
Credits	45	Self-Directed Learning hours	108
Prerequisites	Level 6 papers for major	Total Learning Hours	150
NQF Unit standards assessed in this course: No			
This course approved in another Programme No Name of other Programme: N/A			

Aims

This course is designed to provide students with an understanding of marketing from an international perspective. The increased access to new markets across the world means that both opportunities and threats face marketers in the global context. Understanding cultural issues remains a key challenge, along with the ability to communicate effectively to perhaps a very different target audience. International marketing examines a range of case examples in a number of countries in the rapidly changing global trends.

This course will enable students to analyse marketing issues in an international context by providing a range of theoretical frameworks and examples, allowing students to apply relevant theories.

Learning Outcomes

On successful completion of this course students will be able to:

1. Differentiate between internal, domestic and global marketing.

2. Examine the cultural environment of global markets.

3. Explore and assess global market opportunities.

4. Evaluate global marketing strategies for a product and/or service.

5. Select an appropriate foreign market and develop strategic marketing decisions encompassing choice of target market and relevant product mix decisions.

Indicative Content

- Defining international marketing and differentiating it from domestic and global marketing
- Importance of cultural considerations
- Big emerging markets (BEMs)
- World Trade Organisation
- Free Trade Agreements (FTAs)
- Asia-Pacific Economic Co-operation
- Country of origin effect and global brands
- Ethics and socially responsible decisions
- Green marketing
- Changing profile of global managers

Assessment

Assessment Activity	Weighting	Learning Outcomes
Assignment One	25%	1,2
Assignment Two	45%	2,3,4,5
Assignment Three	30%	2,3,4

Resources

Required Text

Cateora, P. R. & Graham, J. L. (2008). *International Marketing* (13th ed.) McGraw Hill- Higher Education

Recommended Text

Fletcher, R. & Brown, L. (2008). *International Marketing: An Asia-Pacific Perspective*. (4th ed.) Frenchs Forest, NSW: Pearson/Prentice Hall.

Keegan, W.J. & Green, M.C. (2008). *Global Marketing*, (5th ed.), Prentice Hall.

4.7 Advanced Financial Accounting

Course Descriptor located in J:\Shared\Programmes\Approved Programme Documents\SAB\ARCHIVE

1549.09 CPIT BAM Course Descriptors Final .doc p 70

4.8   Industry Internship

Course Descriptor located in J:\Shared\Programmes\Approved Programme Documents\SAB\ARCHIVE

1549.09 CPIT BAM Course Descriptors Final .doc p 92

4.9　Advanced Human Resource Management

SMS Code	BX770010	Directed Learning hours	42
Level	7	Workplace or Practical Learning hours	Nil
Credits	15	Self-Directed Learning hours	108
Prerequisites	Level 6 papers for HRM major	Total Learning Hours	150
NQF Unit standards assessed in this course: No			
This course approved in another Programme No Name of other Programme: N/A			

Aims

To create an awareness of how human resource strategy and practice can support and be integrated with business strategy.

Learning Outcomes

On successful completion of this course students will be able to:

1.　Demonstrate an understanding of strategic human resource management.

2.　Identify the link between organisational strategy, business planning and human resource planning (including HRIS) and in response, develop an effective Human Resource Plan.

3.　Develop a Human Resource Audit to evaluate the effectiveness of human resource management practices, including health and safety.

4.　Evaluate the strategic importance of job analysis and the linkages to human resource practice.

5.　Design strategic recruitment and selection processes to support business strategy.

6.　Analyse the relationship between business strategy and staff development and rewards.

7.　Research and provide critical analysis on current challenges and trends in human resource management.

Content

- Strategic Human Resource Management and contextual influences
- The role of HR planning in linking organisational strategy to HR actions
- Different approaches to auditing HRM practice including benchmarking
- Job analysis and competency profiling in a strategic context
- Strategic recruitment and selection including the interplay of labour market analysis and the validity, reliability and utility of methods in the success of the employment process
- The relationship between business strategy, rewards and staff development
- Current challenges and trends in HRM

Assessment

Assessment Activity	Weighting	Learning Outcomes
Applied Project Report	30%	3,4 &6
Field Research and Recommendations	30%	−1,2,5&7
In class discussion workbook	15%	1-7
Job analysis and P-J Fit Research Proposal	25%	4 &5

Resources

Required Texts

TBA

Recommended Texts and Resources

Leopold, J., Harris, L., & Watson, T. (Eds.). (2004). *The strategic managing of human resources*. Harlow, Essex: Pearson Education.

Nankervis, A., Compton, R., & Baird, M. (2001). *Human resource management: strategies and processes*. (5th ed.). Southbank, Victoria: Nelson Thomson Learning

4.10   Industry Project

SMS Code	BX770011	Directed Learning hours	60
Level	7	Workplace or Practical Learning hours	200
Credits	45	Self-Directed Learning hours	190
Prerequisites	Level 6 papers for major	Total Learning Hours	450
NQF Unit standards assessed in this course: No			
This course approved in another Programme No Name of other Programme: N/A			

Aims

To develop capabilities related to chosen area of specialisation, in a "hands-on" immersion in industry practice fulltime for a minimum of 200 hours.

To enable 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.

To enable students to carry out a significant work assignment for the host organisation on a topic in a field allied to their major and present a project report in conjunction with an academic supervisor. The project forms the final component of the programme and requires students to produce work of the highest quality as evidence of their development.

Learning Outcomes

On successful completion of this course students will be able to:

1.   Critically analyse and reflect upon the work experience in relation to relevant theories, concepts, models and current industry practice.

2.   Demonstrate the ability to define, plan and carry out a research report involving the collection, analysis and interpretation of data and theory appropriate to an approved industry topic.

3.   Synthesise solutions and draw conclusions from the analysis of data.

4.   Produce a project report of professional standard that meets the host organisation's needs as well as academic requirements

Content

- Industry placement
- Research – proposal, data collection, analysis and report

Assessment

Assessment Activity	Weighting	Learning Outcomes
Research Proposal	15%	2
Written Project	60%	2 - 4
Reflective Report	25%	1

Resources

Required Text

None
Recommended Text

Collis, J., Hussey, R. (2008). *Business research: A practical guide for undergraduate and postgraduate students*. (2nd ed.). New York: Palgrave MacMillan.

Gray, D.E. (2004). *Doing research in the real world.* London: Sage Publications.

Moon, J. (2000). *Reflection in learning and professional development*. London: Kogan Page.

Poynter, J.M. (1993). *How to research and write a thesis in hospitality and tourism: A step-by-step guide for college students*. New York: Wiley.

Pyrczak, F. (2007). *Writing empirical research reports: A basic guide for students of the social and behavioural sciences.* (6th ed.). Glendale, Ca: Pyrczak Publishing.

Ritchie, B., & Goeldner, C.R. (1994). *Travel, tourism and hospitality research*. New York: Wiley.

Veal, A. (2006). *Research methods for leisure and tourism*. Sydney: Longman.

Zikmund, W.G. (2002). *Business research methods.* (7th ed.). Mason, Ohio: Thomson/South-Western

4.11 International Business Strategies

Course Descriptor located in J:\Shared\Programmes\Approved Programme Documents\SAB\ARCHIVE

1549.09 CPIT BAM Course Descriptors Final .doc p 98.

4.12 Information and Policy in Sport Management

SMS Code	BX770013	*Directed Learning hours*	42
Level	7	*Workplace or Practical Learning hours*	0
Credits	15	*Self-Directed Learning hours*	108
Prerequisites	*Level 6 papers for major*	*Total Learning Hours*	150
NQF Unit standards assessed in this course: No			
This course approved in another Programme No *Name of other Programme: N/A*			

Aims

To enable students to locate, evaluate and utilise reliable information in sport management decisions and policy development.

Learning Outcomes

On completion of this course successful students will be able to:

1. Develop searchable questions about sport and sport/event management from real situations/challenges in the field

2. Locate and evaluate best available evidence to answer the posed questions and resolve situations/challenges in the field

3. Understand the role of policy in sport and sport/event management

4. Identify, utilise and apply a systematic approach to developing relevant policies for the sport/event setting

Content

- Evidence-based practice
- Information retrieval strategies
- Research appraisal skills
- Effective writing
- Policy development industry

Assessment

Assessment Activity	Weighting	Learning Outcomes
Search Strategy	25%	1
Report 1	35%	2, 3
Report 2	40%	4, 5

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Resources

Required Texts

None

Recommended Texts and Resources

At the commencement of the course, students will be advised of the required reading for the course which may be selected from:

DiCenso, A., Guyatt, G., & Ciliska, D. (2005). *Evidence-based nursing: A guide to clinical practice*. St Louis, MO: Elsevier Mosby.

Gibbs, L. (2003). *Evidence-based practice for the helping professions: A practical guide with integrated multimedia*. Pacific Grove, California: Brooks/Cole-Thomson Learning

Wallace, D. (1998). Writing policy: From monologue to dialogue *Social Policy Journal of New Zealand 10*.

Williams, J.M. (1994). *Style: Ten lessons in clarity and grace (6th ed.)*. New York: Longman.

4.13   Advanced Management Accounting

Course Descriptor located in J:\Shared\Programmes\Approved Programme Documents\SAB\ARCHIVE

1549.09 CPIT BAM Course Descriptors Final .doc p 74

4.14 Managing for Growth

SMS Code	BX770015	Directed Learning hours	42
Level	7	Workplace or Practical Learning hours	0
Credits	15	Self-Directed Learning hours	108
Prerequisites	Level 6 papers for major	Total Learning Hours	150
NQF Unit standards assessed in this course: No			
This course approved in another Programme No Name of other Programme: N/A			

Aims

Students will critically evaluate the challenge of managing change in organisations that aspire to pursue high growth, innovation, globalisation and/or entrepreneurial strategies. The central themes are the impact and imprint of the owner/key executive on the company and the development of cross-functional systems that will lead to sustainable growth.

Learning Outcomes

On successful completion of this course students will be able to:

1.   Analyse the stages of business growth and the problems and opportunities to be managed.

2.   Devise and evaluate activities appropriate to managing each stage of business growth.

3.   Analyse the functional planning and control needs of each growth stage.

4.   Investigate the application of intrapreneurship to the strategic development of established organisations.

5.   Analyse the adaptation necessary within organisations to pursue international markets.

Content

- Complexities in the growing enterprise
- Strategic processes associated with business growth
- Maintaining innovation after start-up
- Business harvest
- Tools and techniques available to manage and sustain growth
- Different leadership styles appropriate to each stage of business growth
- Appropriate marketing strategies
- Sources of capital and funding to accelerate growth process
- Ownership issues
- Intrapreneurship
- International windows of opportunities
- Key operational concepts associated with global market entry
- Benefits and challenges involved in pursuing global business strategy

Assessment

Assessment Activity	Weighting	Learning Outcomes
Assignment 1	35%	1,2,3
Assignment 2 (including presentation)	25%	4

| Examination – | 40% | 1 – 5 |

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Resources

Required Texts

Students will be required to purchase a compiled set of selected readings. While there is no required text, students are expected to complement their reading from the list of recommended listings below.

Recommended Texts and Resources

Allen, K.R. (1999). *Growing and managing an entrepreneurial business.* Boston: Houghton Mifflin.

Catlin, K. and Matthews, J. (2001). *Leading at the speed of growth.* Kauffman Centre for Entrepreneurial Leadership, New York.

Foley, J. F. (1999). *The global entrepreneur: taking your business international.* Chicago Illinois Dearborn.

McKaskill, T. (2007). *Masterclass for entrepreneurs.* Melbourne: Wilkinson.

McKaskill, T. (2006). *Winning ventures: winning principles of high growth businesses.* Melbourne: Wilkinson.

Moore, G. A. (2002). *Crossing the chasm, marketing and selling technology products to mainstream customers.* (rev ed). New York Harper Business Essentials.

Oliver, L. and English, J. (2002). *The small business book – A New Zealand Guide for the 21st Century.* Bridget William Books.

Thompson, A. A. and Strickland, A. J. (2001). *Strategic management: concepts and cases.* (12th ed). Boston: McGraw Hill.

4.15 Strategic Marketing

SMS Code	BX770016	*Directed Learning hours*	42
Level	7	*Workplace or Practical Learning hours*	0
Credits	15	*Self-Directed Learning hours*	108
Prerequisites	*Level 6 papers for major*	*Total Learning Hours*	150
NQF Unit standards assessed in this course: No			
This course approved in another Programme No *Name of other Programme: N/A*			

Aims

To enable students to think strategically about marketing situations; be aware of the major aspects of planning and controlling marketing operations; demonstrate how the available range of analytical models and techniques might be applied to produce superior marketing performance; and to give full recognition to the problems of implementation and how these problems might be overcome.

Learning Outcomes

On successful completion of this course students will be able to:

1. Evaluate the concepts and principles of strategic marketing and their application to the development, maintenance and defence of a competitive position

2. Develop competitive strategies for positioning a firm in its chosen market or markets

3. Analyse the role of strategy development in relation to allocating and co-ordinating marketing and company resources

4. Discuss the development of a strategic marketing plan, its implementation and control.

Indicative Content

- Market and environment analysis
- Approaches to competitor analysis
- Segmentation, targeting and positioning
- Marketing strategic modelling
- Implementation of strategy and control

Assessment

Assessment Activity	Weighting	Learning Outcomes
Assignment One	30%	1,2
Assignment Two	30%	3
Examination	40%	1,2,3,4

Resources
Required Texts

Wilson, R.M.S., & Gilligan, C. (2005). *Strategic marketing: management planning, implementation and control*. (3rd ed.). Oxford: Butterworth-Heinemann

Recommended Texts and Resources
Aaker, D.A. (2001). *Developing business strategies*. (6th ed.). New York: Wiley.

Cohen, W.A. (2008). *The art of the strategist: 10 essential principles for leading your company to victory.* New York: Amacom.

David, F.R. (2000). *Strategic management*. New York: Merrill, Macmillan.

David, F.R. (2008). *Strategic management: Concepts and cases.* Englewood Cliffs, N.J: Prentice Hall.

Dess, G.G., Lumpkin, G.T., & Taylor, M.L. (2007). *Strategic Management: Creating competitive advantages.* New York: McGraw-Hill.

Dixit, A.K. (1993). *Thinking strategically: The competitive edge in business, politics, and everyday life.* New York: Norton.

FitzRoy, P.T. (2006). *Strategic management: Creating value in turbulent times*. Chichester: Wiley.

Fry, F.L. (2005). *Strategic planning for small business made easy*. Irvine, CA.: Entrepreneur.

Lendrum, T. (2003). *The strategic partnering handbook: the practitioners' guide to partnerships and alliances*. (4th ed.). Sydney: McGraw-Hill.

Montanari, J.R. (1990). *Strategic management: A choice approach.* Chicago: Dryden Press.

Pettigrew, A. (1988). *The management of strategic change.* Oxford: Blackwood.

Porter, M.E. (1998). *The competitive advantage of nations.* New York: Free Press.

Viljoen, J. (1994). *Strategic management: How to analyse, choose and implement corporate strategies,* Melbourne: Longman.

4.16 Product Development

SMS Code	BX770017	*Directed Learning hours*	42
Level	7	*Workplace or Practical Learning hours*	0
Credits	15	*Self-Directed Learning hours*	108
Prerequisites	*Level 6 papers for major*	*Total Learning Hours*	150
NQF Unit standards assessed in this course: No			
This course approved in another Programme No *Name of other Programme: N/A*			

Aims

To examine the requirements for the effective management of the cross-functional activities in new product and service development, and critically evaluate appropriate tools and methods for achieving the best outcomes.

Learning Outcomes

On successful completion of this course students will be able to:

1. Compare and contrast process frameworks for developing new products and services.

2. Understand and critically evaluate the typical activities and best practices within the various stages and sub-stages of a generic New Product/Service Development (NPD) Process.

3. Design a customised NPD Process for a particular firm contingency.

4. Identify and critically evaluate appropriate NPD tools and methods, and demonstrate capability in applying some in a practical situation.

5. Assess NPD performance.

Content

- Development processes
- Product planning
- Identifying customer needs
- Product specifications
- Concept generation, selection and testing
- Product architecture
- Industrial design
- Design for manufacturing
- Prototyping
- Product development economics
- Managing projects

Assessment

Assessment Activity	Weighting	Learning Outcomes
Assignment 1	25%	1, 2
Assignment 2	35%	3, 4, 5
Examination	40%	1 – 5

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Resources

Required Texts

Ulrich, K. T. and Eppinger, S. D. (2007). *Product design and development.* (4th ed). New York, NY: McGraw-Hill.

Recommended Texts and Resources

Cooper, R.G. (2001). *[Winning at New Products: Accelerating the Process from Idea to Launch](3rd ed.)*. Perseus Books Group.

Trott, P. (2005). *Innovation management and new product development.* Upper Saddle River, NJ: Financial Times Prentice Hall.

Ulrich, K.T. and Eppinger, S.D. (2008). Product Design and Development. (4th ed.) New York, NY: McGraw-Hill

4.17   Advanced Project Management

SMS Code	BX770018	Directed Learning hours	42
Level	7	Workplace or Practical Learning hours	Nil
Credits	15	Self-Directed Learning hours	108
Prerequisites	Level 6 papers for major	Total Learning Hours	150
NQF Unit standards assessed in this course: No			
This course approved in another Programme No Name of other Programme: N/A			

Aims

This course will enable the student to learn the principles of the project management body of knowledge. Covers the contents of the Project Management Institute PMBOK®. Apply these concepts with MS Project®.

Learning Outcomes

On successful completion of this course students will:

1. Evaluate the processes followed by project initiation.

2. Develop documents containing project planning including scope planning, scope definition, creation of WBS and scope control.

3. Develop cost profiles for a project and evaluate project performance against baseline estimates.

4. Apply quality management principles to projects and analyse the impact of this on project success.

5. Evaluate human resource management assigned to projects, including balancing workload and analyse the impact of this on resource utilization and cost.

6. Evaluate communication management within the context of running a project.

7. Describe and assess activities involved with project integration management and appraise the effectiveness of a project using principles of project control, including cost and schedule variance, earned value.

8. Analyse issues, and evaluate solutions, that may arise during project closure.

Content

- Processes of project management – initiating, planning, executing, controlling and monitoring and closing
- Project management body of knowledge
- Integration management
- Scope management
- Time management
- Cost management
- Quality management
- HRM
- Communication management
- Risk management
- Procurement management

Assessment

Assessment Activity	Weighting	Learning Outcomes
Assignment	20%	1-4
Test	20%	All
Project	60%	All

Resources

Required Texts

PMI. (2004). *A guide to the project management body of knowledge (*PMBOK *guide)* (3 ed). Newton Square, Pa: Project Management Institute.

Recommended Texts and Resources

AS/NZS 4360. (2004). *Risk management*: Standards available through library database (full text).

Chatfield, C., & Johnson, T. (2004). *Step by Step: Microsoft Office project 2003.* Washington Microsoft Pres

4.18 Resource Integration Management

SMS Code	BX770019	Directed Learning hours	42
Level	7	Workplace or Practical Learning hours	0
Credits	15	Self-Directed Learning hours	108
Prerequisites	Level 6 papers for major	Total Learning Hours	150
NQF Unit standards assessed in this course: No			
This course approved in another Programme No Name of other Programme: N/A			

Aims

This course provides survey-coverage of three disciplines of resource integration expertise required at various levels for business operations, technical management, project management and production of goods or services - these three disciplines being: 1) supply chain management, 2) business facility layout/modification, and 3) engineering economics. Students will explore the costs/cashflows and logistics of supply chain management and production outputs distribution. They will analyze the logistic and economic challenges faced by those who must take project plans from design stages into operational execution, completion, and/or termination.

Learning Outcomes

On successful completion of this course students will be able to:

1. Propose and analyse techniques and strategies for the management of supply chains

2. Analyse strategic concepts or factors that guide or affect planning, policy development and the organization and flows of supply chain management

3. Evaluate the key perspectives and phases of design and their later implications for production, delivery and in-service sustainment

4. Apply principles of designing operational facilities as regards human factors, engineering, systems safety and fiscal risk; and evaluate their impact on operational objectives including efficiency and return

5. Evaluate logistics implications in production operations

6. Evaluate the application and derivation from economics and accounting fundamentals to production engineering economics

7. Describe and apply criteria for identifying external consultancy needs and performance expectations at various professional levels

Content

- Planning, designing/sourcing and delivering supply chain operations
- Metrics for measuring supply chain performance
- Detection of supply chain opportunities and design or alteration for competitive advantage
- Functional supportability analysis
- Statistical quality control
- Principles of industrial ergonomics
- Principles of engineering economics
- Principles of industrial ergonomics and system safety
- Logistics in transitioning from support if production operations to support of user operations

Assessment

Assessment Activity	Weighting	Learning Outcomes
Project plan	20%	1, 2, 3, 4
Assessment	30%	7
Examination	50%	1-6

Resources

Required Texts

Hugos, M. (2003). *Essentials of Supply Chain Management.* (2nd ed). Net Library, Inc.

Cassimatis, P. (1998). *Concise Introduction to Engineering Economics.* Boston: Unwin Hyman.

Meyers, F. E. and Stephens, M. P. (2004). *Manufacturing Facilities Design and Material Handling.* (3rd ed). Pearson.

Recommended Texts and Resources

Ayers, J. B. (2003). *Supply Chain Project Management: A Structured Collaborative and Measurable Approach.* CRC Press.

Kalpakjian, S. and Schmid, S. (2006). *Manufacturing Engineering and Technology.* (5th ed). Pearson-Prentice Hall.

4.19   Strategic Management

SMS Code	BX770020	Directed Learning hours	42
Level	7	Workplace or Practical Learning hours	0
Credits	15	Self-Directed Learning hours	108
Prerequisites	Level 6 papers for major	Total Learning Hours	150
NQF Unit standards assessed in this course: No			
This course approved in another Programme No Name of other Programme: N/A			

Aims

The aim of this course is to give the student an understanding of the application of strategic management and the management processes aimed at improving organisational effectiveness by means of a systematic set of strategic goals, plans and actions.

Students will analyse and evaluate the use of strategic management concepts and problems within business, through research of strategic analysis, choice and the implementation of various management practices and philosophies.

Learning Outcomes

On successful completion of this course students will be able to:

1.   Demonstrate conceptual understanding and concepts, tools and techniques fundamental to strategic management.

2.   Critically evaluate strategic planning and examine its value to organisations.

3.   Critically evaluate a model of strategic management which contains three main parts; strategic analysis, choice and implementation.

4.   Analyse the role of the strategic leader and the effect culture and ethics have in moving an organisation forward.

5.   Research and evaluate a strategic management issue within a global context

Content

- The strategic management process
- The nature of competitive advantage
- Internal and external analysis
- Competitive advantage and functional-level strategy
- Competitive business-level strategy and industry environment
- Corporate strategy: vertical integration, diversification and strategic alliances
- Strategy in the global environment
- Leadership, culture and ethics
- Designing organisational structure and matching structure and control, culture and reward systems to strategy
- Managing strategy change and evaluating strategy performance

Assessment

Assessment Activity	Weighting	Learning Outcomes
Assignment 1	25%	1 - 5
Assignment 2	35%	1 - 5
Exam	40%	1-5

Resources

Required Texts

Hill, C.W., Jones, G.R., & Galvin, P. (2008). *Strategic management: An integrated approach* (2nd revised ed.). New York: Wiley.

Recommended Texts and Resources

Aaker, D.A. (2001). *Developing business strategies*. (6th ed.). New York: Wiley.

Cohen, W.A. (2008). *The art of the strategist: 10 essential principles for leading your company to victory.* New York: Amacom.

David, F.R. (2000). *Strategic management*. New York: Merrill, Macmillan.

David, F.R. (2008). *Strategic management: Concepts and cases.* Englewood Cliffs, N.J: Prentice Hall.

Dess, G.G., Lumpkin, G.T., & Taylor, M.L. (2007). *Strategic Management: Creating competitive advantages.* New York: McGraw-Hill.

Dixit, A.K. (1993). *Thinking strategically: The competitive edge in business, politics, and everyday life.* New York: Norton.

FitzRoy, P.T. (2006). *Strategic management: Creating value in turbulent times*. Chichester: Wiley.

Fry, F.L. (2005). *Strategic planning for small business made easy*. Irvine, CA.: Entrepreneur.

Lendrum, T. (2003). *The strategic partnering handbook: the practitioners' guide to partnerships and alliances*. (4th ed.). Sydney: McGraw-Hill.

Montanari, J.R. (1990). *Strategic management: A choice approach.* Chicago: Dryden Press.

Pettigrew, A. (1988). *The management of strategic change.* Oxford: Blackwood.

Porter, M.E. (1998). *The competitive advantage of nations.* New York: Free Press.

Viljoen, J. (1994). *Strategic management: How to analyse, choose and implement corporate strategies*. Melbourne: Longman.

4.20   Special Topic Level 7

SMS Code	BX770021	Directed Learning hours	42
Level	7	Workplace or Practical Learning hours	Nil
Credits	15	Self-Directed Learning hours	108
Prerequisites	Some level 7 study	Total Learning Hours	150
NQF Unit standards assessed in this course: No			
This course approved in another Programme No Name of other Programme: N/A			

Aims

Students will carry out research into a special topic in business. They will present a research proposal and will negotiate objectives, learning plan, assessment criteria and time frame with an academic supervisor and the Programme Manager.

Learning Outcomes

On successful completion of this course students will be able to:

1.   Demonstrate an understanding at a higher level of a specialist topic along with the ability to apply the underlying principles and concepts to this field of study.

2.   Self-manage learning by selecting and assigning priorities within restricted resources and to organise work to meet tight deadlines.

3.   Defend views effectively though writing and a verbal presentation.

Assessment

May be negotiated

Assessment Activity	Weighting	Learning Outcomes
Project	60%	1 - 3
Self-assessment and reflection	20%	2-3
Presentation	20%	2-3

Resources

Recommended Readings and Resources

Students are encouraged to read widely from appropriate academic sources relevant to the topic being researched.

4.21   Business Transformation and Change

SMS Code	BX770022	Directed Learning hours	42
Level	7	Workplace or Practical Learning hours	0
Credits	15	Self-Directed Learning hours	108
Prerequisites	None	Total Learning Hours	150

Aims

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.

Learning Outcomes

On successful completion of this course students will be able to:

1   Apply concepts, tools and techniques to organisation change, and identify how change comes about, its constituents and its impact upon organisations.

2   Critically evaluate the concept of strategy, the relationship between strategy and change.

3   Evaluate the activities, programmes and tools managers employ to make change occur.

4   Analyse the dimensions of leadership and their relationship to change and the challenges inherent in implementing change.

5   Evaluate the methods of measuring the progress and success of change programmes.

6   Research the issues facing change agents in organisations.

Indicative Content

- Perspectives on managing organisational change
- Discontinuous change and dilemmas of change
- Strategy and change
- New forms of organising and management of human resources as levers for change
- Leadership and power and resistance to change
- Measuring and evaluating change
- Change management models
- Appreciating change: mental and business methods
- Mobilising support and executing change
- Building change capability

Assessment

Assessment Activity	Weighting	Learning Outcomes
Assignment 1	30%	1 - 2
Assignment 2	30%	3 - 6
Examination	40%	3 – 6 dependent upon case study utilized

Resources

Required:

Graetz F., Rimmer M., Lawrence A. & Smith A. (2005). *Managing Organisational Change.* (2nd ed.) John Wiley and Sons, Australia

Recommended:

Axelrod R.H., (2003) *Terms of engagement: changing the way we change organisations*. San Francisco : Berrett-Koehler,

Below, Morrisey & Acomb; (1987) *The executive guide to strategic planning*. Jossey Bass. San Francisco

Beerel A., (2009) *Leadership and Change Management*. Sage. Los Angeles.

Bowman, C; (1990) *The essence of strategic management*. Prentice Hall

Dunphy D, Griffiths A, Benn S. (2003). *Organizational change for corporate sustainability*. Routledge, New York.

Eckes G. (2003). *Six sigma for everyone*. John Wiley & Sons

Henderson, B.A.., Larco J.L. (2003).*Lean transformation: How to change your business into a lean enterprise*; Oaklea Press, Richmond, VA

Jick T.D., Peiperl M.A., (2011) M*anaging Change Cases and Concepts.* Third edition*,* New York: McGraw-Hill

Miles R. H. (1997) *Leading corporate transformation*. Jossey-Bass Publishers, San Francisco

Moss Kanter, R., Jick T.J., Stein B.A. (eds) (1992) *The challenge of organisational change: how companies experience it and leaders guide it*. New York: Free Press; Toronto: Maxwell Macmillan Canada; New York: Maxwell Macmillan International

Nilakant, V., & Ramnarayan, S. (2006). *Change management: Altering mindsets in a global context*. New Delhi: Response Books.

Pande P., Holpp L. (2002). *What is Six Sigma?* McGraw Hill. New York

Waddell D.M., Cummings T. G., Worley C.G. (2011) *Organisational Change - Development and Transformation,* Asia Pacific 4th edition. Cengage Learning, NZ

4.22   Tourism Policy and Planning

NOTE: 2013 course has been replaced

SMS Code	BX770023	Directed Learning hours	42
Level	7	Workplace or Practical Learning hours	Nil
Credits	15	Self-Directed Learning hours	108
Prerequisites	Level 6 papers for major	Total Learning Hours	150

Aims

To provide students with the knowledge and understanding of tourism policy and planning. Identify the processes relating to the key policy and planning issues affecting the development of tourism. Planning is examined within a policy framework and applied in the context of the tourism development process including the critical analysis of sustainability and tourism impacts and the expectation of the changing tourist market.

Learning Outcomes

On successful completion of this course students will be able to:

1. Analyse the role and nature of tourism policy development.

2. Discuss and critique the tourism policy-making process.

3. Evaluate the key issues in tourism policy and planning, and analyse their implications.

4. Examine the nature of tourism impacts and analyse the implications of these impacts on tourism management.

5. Examine and analyse the concept of sustainability and its application to tourism.

Content

*   Tourism policy

*   Tourism policy making process

*   Issues in tourism policy

*   Plan formulation and implementation

*   Plan assessment and evaluation

*   Impacts of tourism management

*   Sustainable tourism

*   Environmental management systems

*   Tourism policy planning for the future

*   Case studies in tourism policy and planning

Assessment

Assessment will be decided prior to the commencement of each delivery of the course and students will be advised in the first class or during the first official contact with the lecturer/facilitator, of the assessment requirements and schedule. The maximum number of assessments per course is 3.

Resources

Hall, C.M. (2007). *Tourism planning: Policies, processes and relationships.* (2nd revised ed) Harlow: Prentice Hall.

4.23   Contemporary Issues in the Food and Beverage Industry

SMS Code	BX772101	Directed Learning hours	42
Level	7	Workplace or Practical Learning hours	Nil
Credits	15	Self-Directed Learning hours	108
Prerequisites	Level 6 papers for major	Total Learning Hours	150
NQF Unit standards assessed in this course: No			
This course approved in another Programme No Name of other Programme: N/A			

Aims

To critically examine contemporary issues in the food and beverage industry. The issues selected for study will reflect the dynamic nature of the food and beverage industry.

Learning Outcomes

On successful completion of this course students will:

1.   Research, analyse and critically examine selected food and beverage industry issues.

2.   Develop innovative approaches to management of the issues.

Content

- Characteristics and procedures of food and beverage operations
- Food and beverage production management and produce development
- Alcohol evaluation, characteristics and style
- Formulating effective promotional strategies to attain sales and volume targets
- Financial planning and forecasting
- Logistics and inventories
- Legal framework related to the food and beverage sector

Assessment

Assessment Activity	Weighting	Learning Outcomes
Assignment 1	30%	1, 2
Assignment 2	30%	1, 2
Exam	40%	1, 2

Resources

Required Texts
TBA

Recommended Texts and Resources

4.24   Contemporary Issues in the Hotel Industry

SMS Code	BX772102	Directed Learning hours	42
Level	7	Workplace or Practical Learning hours	Nil
Credits	15	Self-Directed Learning hours	108
Prerequisites	Level 6 papers for major	Total Learning Hours	150
NQF Unit standards assessed in this course: No			
This course approved in another Programme No	Name of other Programme: N/A			

Aims

To critically examine contemporary issues in the hotel industry. The issues selected for study will reflect the dynamic nature of the hotel industry.

Learning Outcomes

On successful completion of this course students will:

1.   Analyse and evaluate the complexity of key globalisation factors in relation to the hotel industry.

2.   Critique case studies in relation to current hotel industry issues.

3.   Develop innovative approaches to the management of hotel issues.

4.   Research selected contemporary issues and how they impact the hotel industry.

Content

- Global hotel industry
- National and international hotel development
- Hotel branding and marketing
- Customer relationship management
- Hotel consumer issues
- Destination hotels

Assessment

Assessment Activity	Weighting	Learning Outcomes
Assignment 1	30%	
Assignment 2	30%	
Exam	40%	

Resources

Required Texts
TBA

Recommended Texts and Resources

Lewis, R.C. (1998). *Cases in hospitality marketing and management*. (2nd ed.). New York: Wiley

4.25   Contemporary Issues in Human Resource Management

SMS Code	BX772103	Directed Learning hours	42
Level	7	Workplace or Practical Learning hours	Nil
Credits	15	Self-Directed Learning hours	108
Prerequisites	Level 6 papers for major (or equivalent knowledge and skills)	Total Learning Hours	150
NQF Unit standards assessed in this course: No			
This course approved in another Programme No Name of other Programme: N/A			

Aims

The learner will critically examine contemporary issues in human resource management locally, nationally and internationally. Once identified the issues will be evaluated for their impact on the human resource professional and the human resource function within the organisation. The issues researched and analysed will reflect the dynamic nature of the current HRM environment

Learning Outcomes

On successful completion of this course students will be able to:

1.   Identify and appraise the relevant sources of current information locally, nationally and internationally which inform the human resource professional.

2.   Research, analyse and critically evaluate the literature to determine the impact of current business issues on HRM.

3.   Appraise contemporary HR issues and developments and discuss their implications for HRM on an international, national and local level.

4.   Develop innovative, efficient and effective human resource solutions to selected current business issues.

Content

The content will reflect the dynamic nature of the HRM environment and the issues that are relevant at the time of delivery.

Assessment

Assessment Activity	Weighting	Learning Outcomes
Literature review and class discussions	40%	1 - 5
Research project and presentation	60%	1 - 5

Recommended Resources

Dessler, G. (2011). *Human resource management*. Upper Saddle River, NJ, USA: Pearson Education.

Holland, P., Sheehan, C., Donohue, R., Pyman, A., & Allen , B. (2012). *Contemporary issues and challenges in HRM.* Prahran, Victoria, Australia: Tilde University Press.

McKee, A. (2011). *Management, A Focus on Leaders.* Upper Saddle River, New Jersey, USA: Pearson Education.

McKee, K. & Guthridge, L. (2006). *Leading People Through Disasters.* Maidenhead, England: McGraw-Hill.

Millmore, M., Lewis, P., Saunders, M., Thornhill, A. & Morrow, T. (2007). *Strategic human resource management: contemporary issues.* Harlow, Essex, England: Pearson Education.

Mondy, R. W. (2010). *Human resource management.* Upper Saddle River, NJ, USA: Pearson Education.

Pilbeam, S. (2006). *People Resourcing Contemporary Human Resource Management in Practice*. Harlow, Essex, England: Pearson Education.

Redman, T. & Wilkinson, A. (Eds.) (2009). *Contemporary human resource management: text and cases.* Harlow, Essex, England: Pearson Education.

Internet Resources

www.cipd.co.uk	www.hrinz.org.nz
www.wfpma.com	www.professions.com.au
www.ahri.com.au	www.dfat.gov.au./geo
www.mercerhr.com	www.ifebp.org
www.ipma-he.org	www.ipmaac.org
www.ihrim.org	www.hrhresourcecenter.org/sg

4.26 Contemporary Issues in the Tourism Industry

SMS Code	BX772104	Directed Learning hours	42
Level	7	Workplace or Practical Learning hours	Nil
Credits	15	Self Directed Learning hours	108
Prerequisites	Level 6 papers for major	Total Learning Hours	150
NQF Unit standards assessed in this course: No			
This course approved in another Programme No Name of other Programme: N/A			

Aims

To critically examine contemporary issues in the tourism industry. The issues selected for study will reflect the dynamic nature of the tourism industry.

Learning Outcomes

On successful completion of this course students will be able to:

1. Analyse and evaluate the complexity of key globalisation factors in relation to tourism.

2. Critique and evaluate the case studies in relation to current tourism issues.

3. Evaluate and analyse the strengths and weaknesses in global academic research of the tourism industry.

4. Determine future directions of sustainable tourism globally.

Content

- Eco-tourism
- Destination development
- Tourism and technology
- Global online travel
- Global cruise industry
- Adventure tourism development
- Budget tourism operators
- Tourism and terrorism
- Customer satisfaction
- Global future of tourism

Assessment

Assessment Activity	Weighting	Learning Outcomes
Case Study Critique	25%	1,2
Essay	30	1,3
Group presentation and Written work	45%	2,4

Resources

Required Texts
Horner, S. (2004). *International cases in tourism management.* Oxford: Elsevier Butterworth-Heinemann

Recommended Texts and Resources
TBA

4.27 Managing for Organisational Excellence

SMS Code	BX770025	Directed Learning hours	42
Level	7	Workplace or Practical Learning hours	78
Credits	15	Self-Directed Learning hours	30
Prerequisites	BX660104	Total Learning Hours	150
This course approved in another Programme No | Name of other Programme: n/a			

Aims

To develop understanding of the characteristics of high performing organisations and of the core values and concepts which underpin organisational excellence; and to develop basic skills in the evaluation of organisational performance

Learning Outcomes

On completion of this course learners will:

1. understand the concepts and values which underpin the drivers of high organisational performance

2. recognise the differences between an holistic model (criteria) and specific quality approaches/methodologies

3. appreciate the importance of measurement and results as pre-requisites for organisational sustainability and success

4. apply techniques of effective organisational performance assessment to evaluate organisational performance

Indicative Content

- Comparative excellence frameworks e.g. Baldridge, European Framework for Quality Management
- Organisational profiles – operating environment, key relationships, competitive environment, strategic challenges, system for performance improvement
- The components of organisational excellence: leadership, strategy and planning, customers and market, information and analysis, employees, processes, results
- Approaches to organisational assessment: self-assessment, third party assessment

Assessment

Assessment Activity	Weighting	Learning Outcomes
Project	100%	1,2,3,4

Resources

Recommended:

There is a rich literature in the field of quality management and business/performance excellence, including texts, articles, on-line resources and resource packs provided by quality agencies e.g. NZ Organisation for Quality; NZ Business Excellence Foundation. The US site, Baldrige.org is particularly useful. Key readings will be provided to learners as part of the course materials.

Learners will be expected to source, engage with and share resources applicable to their learning context.

4.28   Assessing Organisational Excellence

SMS Code	BX770026	Directed Learning hours	42
Level	7	Workplace or Practical Learning hours	78
Credits	15	Self-Directed Learning hours	30
Prerequisites	BX660104	Total Learning Hours	150
This course approved in another Programme No Name of other Programme: na			

Aims

To develop proficiency in organisational assessment, to enable the successful learner to join an organisational assessment team as a fully contributing team member

Learning Outcomes

On completion of this course learners will:

1.   be proficient in assessment methodology for organisational performance assessment

2.   be able to effectively use assessment tools

3.   be able to produce consistent and replicable assessment results

4.   be able to evaluate organisational performance and write constructive feedback including identification of strengths and opportunities for improvement; and identify key themes of value to the organisation being assessed.

5.   understand the different approaches required for an awards evaluation (arms-length) as opposed to a business-driven internal or third party evaluation (added-value)

Indicative Content

- Assessment design
- Assessment tools
- Creating assessment teams
- Managing assessment workloads
- Site visits – preparation, protocols and practice
- Report writing and presentation
- Presentation of findings, including oral presentations

Assessment

Assessment Activity	Weighting	Learning Outcomes
Team Project	100%	1,2,3,4,5

Resources

Recommended:

There is a rich literature in the field of quality management and business/performance excellence, including texts, articles, on-line resources and resource packs provided by quality agencies e.g. NZ Organisation for Quality; NZ Business Excellence Foundation. The US site, Baldrige.org is particularly useful. Key readings will be provided to learners as part of the course materials.

Learners will be expected to source, engage with and share resources applicable to their learning context.

4.29   Evaluating Sustainable Practice

SMS Code	BX770030	Directed Learning hours	42
Level	7	Workplace or Practical Learning hours	0
Credits	15	Self-Directed Learning hours	108
Prerequisites	CEP or industry project as co-requisite or prerequisite	Total Learning Hours	150
This course approved in another Programme No	Name of other Programme: na			

Aims

To develop and implement operational interventions aimed at improving community, business or employer sustainability and to evaluate the efficacy and economic value of the intervention.

Learning Outcomes

At the successful completion of this course, students will be able to:

1. Reliably employ systems theory and "systems thinking" to illustrate and evaluate, longitudinally and comprehensively, the sustainability or eco-system implications of an organisation's continuing existence (including its missions, actions, supply chains, and other influences - both proximal and distal).

2. Develop, articulate, and analyse multiple sustainability projects of relevance, ultimately prioritizing the projects most suitable to initiate.

3. Critically compare alternatives for potential funding sources or mechanisms, then correctly identify those adequate to insure attainment of the goals for the prioritized (see above) sustainability projects.

4. Develop, articulate, and validate personnel or sub-contracting requirements for staffing adequate to insure attainment of sustainability project goals.

5. Reliably implement motivational strategies relevant to sustainability initiatives, sufficient to insure attainment of the selected sustainability project goals.

6. Exercise adequate project management practices, sufficient to insure attainment of the selected sustainability project goals.

7. Design and execute organisational research designs suited to evaluate the efficacy and fiscal value of sustainability initiatives.

Content

- Systems-thinking approaches to sustainability in business operations and management
- Scaling sustainability efforts down to affordable magnitudes
- Identifying, adjusting to, and appealing to appropriate funding sources for sustainability initiatives
- Understanding the expertise or talent needs of sustainability interventions and the associated staffing processes
- Motivational theories and techniques applicable to (and seeing successful application within) sustainability initiatives
- Project management practices as applicable to (and typical within) sustainability efforts
- Feedback processes and causal loop modelling with temporal-longitudinal predictions
- Pre-and-post implementation evaluation designs (in empirical business research) tailored to sustainability interventions

Assessment

Formative assessment through case studies to develop basic skills in organisational diagnosis

Assessment Activity	Weighting	Learning Outcomes
Business plan, including budget, investment capital appeals, project management components, etc.	40%	1, 2, 3, 4, 5, 6
Evaluation design	30%	1, 6, 7
Initial empirical analyses and preliminary recommendations from executing evaluation design	30%	1, 7

Resources

Wikibooks (2009). Permaculture Design/Financial Permaculture. Retrieved 24 February, 2010, from http://en.wikibooks.org/wiki/Permaculture_Design/Financial_permaculture

McDavid, J., & Hawthorn, L. (2006). *Program Evaluation and Performance Measurement: An Introduction to Practice*. Thousand Oaks, CA: Sage Publications Inc

Recommended:

Côté, R., Tansey, J., & Dale, A. (Eds.). (2006). *Linking Industry and Ecology*. Vancouver BC: UBC Press.

4.30 Implementing Sustainable Practice

SMS Code	BX770027	*Directed Learning hours*	42
Level	7	*Workplace or Practical Learning hours*	50
Credits	15	*Self-Directed Learning hours*	58
Prerequisites	None	*Total Learning Hours*	150
This course approved in another Programme No *Name of other Programme: n/a*			

Aims

To understand the mechanisms of social change and to gain action competence skills required to implement a social/environmental action.

Learning Outcomes

At the successful completion of this course, students will be able to:

1. Assess sustainability relayed issues incorporating the perceptions of different stakeholders.

2. Explore and appraise key mechanisms of social change.

3. Explore the role of individual and organizational identity in organizational change.

4. Explore and appraise the role of the individual as an agent of change.

5. Critically evaluate the political, ethical, cultural and legal implications of a range of social/environmental actions.

6. Identify, plan, implement and critically evaluate a sustainability related social/environmental action project.

Indicative Content

* Importance of collaborative approaches in implementation of sustainable practice
* Frameworks for sustainable practice success occurring locally, nationally and internationally
* Legislative approaches and frameworks
* Leadership in sustainable practice
* Action capability and action competence

Assessment

Assessment Activity	Weighting	Learning Outcomes
Assignment/Report	40%	3, 4
Project	60%	1, 2, 3, 4, 5, 6

Resources

Video

Anderson, R. (Writer) (2007). Interface Carpets. United States: YouTube. Retrieved 12 November, 2009, from http://www.youtube.com/watch?v=OUG4JXE6K4A

Robèrt, D. K.-H. (Writer) (2008). Dr. Karl-Henrik Robèrt Speaks at the Heschel Conference, *"10 Years of The Heschel Center-Building a Movement for a Sustainable Israel."* Israel. Retrieved 1 November, 2009, from http://www.naturalstep.org/en/dr-karl-henrik-robert-speaks-heschel-conference

Leonard, A. (Writer) (2005). The Story of Stuff. In L. Fox (Producer). United States: Free Range Studios. Retrieved 5 October, 2008 from http://www.storyofstuff.com/

Leonard, A. (Writer) (2009). The Story of Cap and Trade. In L. Fox (Producer). United States: Free Range Studios. Retrieved 1 February, 2010, from http://www.storyofstuff.com/capandtrade/

Readings

Robèrt, K.-H. (2009). Strategic Sustainable Development and Real Change. *Progress in Industrial Ecology An International Journal, 6*(3), 140.

Boisvert, A., Leung, P., Mackrael, K., Park, C., & Purcell, M. (2009). Planning Guide for Sustainability - A Starter Guide (New Zealand). In L. Roberts & S. Henry (Eds.). Christchurch.

Willard, B. (2009). *The Sustainability Champion's Guidebook: How to Transform Your Company* (First ed.). Gabriola Island: New Society Publishers.

Willard, B. (2005). *The Next Sustainability Wave: Building Boardroom Buy-in (Conscientious Commerce)*. Gabriola Island: New Society Publishers

4.31 Sustainable Lean Systems for Business Excellence

SMS Code	BX770028	Directed Learning hours	42
Level	7	Workplace or Practical Learning hours	0
Credits	15	Self-Directed Learning hours	108
Prerequisites	none	Total Learning Hours	150
This course approved in another Programme No Name of other Programme: na			

Aims

To develop high-level (and operationally-executable) understandings of systems-thinking approaches to the development and management of lean systems that are both eco-sustainable and socio-economically sustainable.

Learning Outcomes

At the successful completion of this course, students will be able to:

1   Apply systems-thinking in the examination of existing organisations and industrial or organisational processes with a view to simultaneously improving both their value-to-burden ratio and their sustainability.

2   Capture, analyse and evaluate both the proximal (e.g., industrial ecological) and distal (e.g., external community/planetary) impacts of lean versus non-lean systems.

3   Develop and apply techniques and methods of effectively making industrial or operational lean-system transformations inherently sustainable.

4   Apply (in support of the above analyses) the existing and emerging systems modelling algorithms (e.g., simulations software) commercially available for the analysis of industrial and organisational processes.

Content

- Systems approaches to management and customer-value to cost-burden comparisons and trends
- Principal elements in lean management systems
- Applications of visual controls, Sensei/Gemba walks, and daily accountability processes generally
- Developing sustainable lean operations
- Levels of systems thinking, soft systems methodology, and cognitive mapping
- Feedback processes and causal loop modelling with temporal-longitudinal predictions
- Dynamic modelling processes, systems maps, stock flow diagramming, and simulation models
- Fundamental principles of eco-systems including human systems
- Integration of systems thinking and lean considerations in the context of eco-sustainability

Assessment

Formative assessment through case studies to develop basic skills in organisational diagnosis

Assessment Activity	Weighting	Learning Outcomes
Project – perform a systems-thinking analysis, using appropriate systems modelling software, to seek and complete alternative process improvements, while accounting for, and recommending improvements for, process sustainability and eco-impacts, both proximal and distal.	50%	1, 2, 3, 4
Final Exam	50%	1, 2, 3

Resources

Mann, D. (2010). *Creating a Lean Culture: Tools to Sustain Lean Conversions* (2nd ed.). Florence, KY Productivity Press.

Graedel, T. E., & Allenby, B. R. (2009). *Industrial Ecology and Sustainable Engineering: International Version*. Upper Saddle River, NJ Pearson Education

Maani, K., & Cavana, R. (2007). *System Thinking, System Dynamics - Managing Change and Complexity* (2nd ed.). Auckland: Pearson.

Enger, E., & Smith, B. (2006). *Environmental Science: A Study of Interrelationships* (11th ed.). Columbus, OH McGraw-Hill Higher Education.

Recommended:

Côté, R., Tansey, J., & Dale, A. (Eds.). (2006). *Linking Industry and Ecology*. Vancouver BC: UBC Press.

Womack, J.& Jones, D.T. (1996), "Lean Thinking: Banish Waste and Create Wealth in Your Corporation", Simon and Schuster, New York, NY.

4.32   Sustainable Community Development

SMS Code	BX770029	*Directed Learning hours*	42
Level	7	*Workplace or Practical Learning hours*	0
Credits	15	*Self Directed Learning hours*	*108*
Prerequisites	None	*Total Learning Hours*	150
This course approved in another Programme Yes / No *Name of other Programme: No*			

Aims

To analyse and articulate sustainable community development.

Learning Outcomes

At the successful completion of this course, students will be able to:

1.   Audit past and present community decision making processes against principles for sustainable development, in a range of communities.

2.   Critically evaluate a chosen community's attempts to manage sustainable development.

3.   Analyse the relationship between the layers of community governance and their success at fulfilling their legal statutory obligations.

4.   Critically evaluate the effect of collaboration for success for community development.

Indicative Content

- Principles for sustainable community development
- Case studies of successful sustainable community development
- The local government act
- Collaboration and consultation

Assessment

Assessment Activity	Weighting	Learning Outcomes
Assignment	25%	1, 2
Project	75%	1,2,3, 4

Resources

James, S., & Lahti, T. (2004). *The Natural Step for Communities: How Cities and Towns can Change to Sustainable Practices*. Gabriola Island, BC: New Society Publishers.

Boisvert, A., Leung, P., Mackrael, K., Park, C., & Purcell, M. (2009). Planning Guide for Sustainability - A Starter Guide (New Zealand). In L. Roberts & S. Henry (Eds.). Christchurch

4.33 Destination Management

SMS Code	BX770024	Directed Learning hours	42
Level	7	Workplace or Practical Learning hours	28
Credits	15	Self-Directed Learning hours	80
Prerequisites	None	Total Learning Hours	150

Aims

Students will demonstrate a deep understanding of the multifaceted and complex, strategies and practices involved with the management of a sustainable tourist destination.

Learning Outcomes

At the successful completion of this course, students will be able to:

1   Identify and analyse international, national and regional tourist destinations

2   Identify and analyse the co-ordination, co-operation and interplay between tourism organisers and the community

3   Evaluate destination management models and practices and their relationship with the tourism sector

4   Analyse and evaluate the impacts of tourism on a destination from a management perspective

5   Analyse trends in destination management globally.

Indicative Content

- Roles of national, regional and local tourism organisations in tourism management
- Roles of regional and local authorities
- Looking at the destination at various scales – national down to site level
- Co-operation and co-ordination between tourism stakeholders and the community
- Theory and models of destination management
- Requirements of a destination for specific tourism events eg. cruise ship visits, national events
- Researching the visitor experience
- Determining the reliance of the destination and community on the tourism dollar
- Looking at the social, economic, environmental and political impacts of tourism on the destination
- The role of marketing as both a promotional and planning tool.

Assessment

Assessment	Weighting	Outcomes
Critque an Article/Case Study	25%	3
Assignment	35%	1-5
Essay incorporating literature review	40%	1-5

Resources

Required: TBA

4.34   Internship Project

SMS Code	BX770001A	Directed Learning hours	40
Level	7	Workplace or Practical Learning hours	400
Credits	60	Self-Directed Learning hours	160
Prerequisites	None	Total Learning Hours	600
NQF Unit standards assessed in this course: No			
This course approved in another Programme No Name of other Programme: N/A			

Aims

Students will develop capabilities related to a chosen area of specialisation, in a 'hands-on' immersion in industry practice (preferably) fulltime for a minimum of 12 weeks.

Students will 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.

Students will carry out a significant work assignment for the host organisation on a topic in a field allied to their major and present a project report in conjunction with an academic supervisor. The project forms the final component of the programme and requires students to produce work of the highest quality as evidence of their development.

Learning Outcomes

At the successful completion of this course, students will be able to:

1 Critically analyse and reflect upon the internship project experience in relation to relevant theories, concepts, models and current industry practice.

2 Demonstrate the ability to define, plan and carry out a research report involving the collection, analysis and interpretation of data and theory appropriate to an approved industry topic.

3 Synthesise solutions and draw conclusions from the analysis of data.

4 Produce a project report of professional standard that meets the host organisation's needs as well as academic requirements

Indicative Content

Negotiated with student

Assessment

Assessment Activity	Weighting	Learning Outcomes
Research Proposal	15%	2,3,4
Project	50%	2,3,4
Oral Presentation	15%	2,3,4
Reflective Report	20%	1

Resources - Negotiated with student

5.   Project based Learning

5.1   Project 1: Business Toolkit

Semester 1: 5 weeks

SMS Code	BX599001	Directed Learning hours	75
Level	5	Workplace or Practical Learning hours	Nil
Credits	10	Self-Directed Learning hours	25
Prerequisites	nil	Total Learning Hours	100

This course approved in another Programme No
Name of other Programme: n/a

CONCEPT:

The concept of this initial integrated project is based on introducing students to Project Based Learning, basic business principles and team work.

PROJECT OUTCOMES:

Students will:

1.   Demonstrate knowledge of basic business principles and techniques.

2.   Demonstrate the ability to work collaboratively as part of a team.

3.   Examine the role of teams in organisations.

4.   Examine the significance and contribution of Maori culture to NZ business.

5.   Present a business concept to an audience/panel in an effective manner.

6.   Develop oral and written communication skills including giving and receiving critique.

7.   Apply simple problem solving and conflict resolution techniques.

ASSESSMENTS*:

Assessment Activity	Weighting	Learning Outcomes
Case study	70%	OM1,E1,M2,M4,BC1,A4,PC4,BH1
Presentation	15%	PC4, BC2, OM2.
E-Portfolio	15%	M3,PC5,BC4

*Students must complete all assessment items.

LEARNING OUTCOMES:

BC1	**BUSINESS COMPUTING**
BC2	Explain and evaluate parts of an information system to meet business requirements.
BC4	Discuss and evaluate communication technologies to meet business requirements. Use software functions effectively to produce information to meet business requirements.

BH1

BUSINESS HERITAGE, CULTURE & SUSTAINABILITY

Examine the significance and contribution of Maori culture to New Zealand business.

E1

ECONOMICS

Define the economic problem and demonstrate how the methodology of economics is centred on the modelling process.

A4

INTRODUCTION TO ACCOUNTING

Demonstrate an understanding of budgets, variances and use simple break even analysis.

M2

INTRODUCTION TO MARKETING

Explain and apply segmentation, targeting and positioning concepts of a target market.

M3

Evaluate and recommend the marketing mix tools employed within the business.

M4

Describe the marketing planning process components.

OM1

MANAGEMENT

Define the purpose of organisations, compare and evaluate a range of structures and describe how management impacts on their operations.

OM2

Identify the factors that influence the behaviours of people working in a variety of organisations.

PC4

PROFESSIONAL COMMUNICATION

Use accepted business practices to present information orally and in written format.

PC5

Describe how effective communication management influences organisational performance.

.

5.2 Project 2: Business Practices

Semester 1 –5 weeks

SMS Code	BX599002	Directed Learning hours	120
Level	5	Workplace or Practical Learning hours	20
Credits	25	Self-Directed Learning hours	110
Prerequisites	nil	Total Learning Hours	250
This course approved in another Programme No Name of other Programme: n/a			

CONCEPT:

The concept of this integrated project is based on the study of an organisation as a whole, e.g., Otago Polytechnic, and then a study of individual business units within this organisation, e.g., newSplash, Technique, AKO Café, Innovation workSpace, Product Design, PolyKids, or Automotive Workshop

PROJECT OUTCOMES:

Students will:

1. Demonstrate a basic understanding of the operational functions of both small and large organisations.

2. Understand basic economic theories and their application.

3. Understand the role of law in business and society at large.

4. Develop confidence in their ability to evaluate their own work and that of others.

5. Develop verbal and visual presentation techniques.

6. Use a range of appropriate research methods to develop ideas and to refine and present a solution for a business improvement or innovation.

ASSESSMENTS*:

Assessment Activity	Weighting	Learning Outcomes
Assignment	70%	PC1, PC3, PC4, M1, M2, M5, A1, E4, OM1, OM6, BC4, BH3, CL1, CL2
Presentation	10%	PC4, BC4
E-Portfolio	20%	PC3, M1, M2, M5, E2, OM3, BC1, BC2

*Students must complete all assessment items.

LEARNING OUTCOMES:

BC1	**BUSINESS COMPUTING**
BC2	Explain and evaluate parts of an information system to meet business requirements.
BC4	Discuss and evaluate communication technologies to meet business requirements.
	Use software functions effectively to produce information to meet business requirements.

BUSINESS HERITAGE, CULTURE & SUSTAINABILITY

BH3

Discuss the uniqueness of New Zealand from a cultural and environmental perspective and discuss the importance of sustainable resource use and conservation.

COMMERCIAL LAW

CL1 Understand the New Zealand legal system.

CL2 Apply the basic principles of the Tort of Negligence.

ECONOMICS

E2 Demonstrate knowledge of the role of supply and demand in a market system and identify the necessary conditions for market economies to function well.

E4 Explain why free markets fail to achieve the social optimum and evaluate the intervention of government in the market.

INTRODUCTION TO ACCOUNTING

A1 Define the purpose of accounting in a New Zealand business context.

INTRODUCTION TO MARKETING

M1 Identify and analyse marketing environmental factors that impact marketing activities.

M2 Explain and apply segmentation, targeting and positioning concepts of a target market.

M5 Demonstrate understanding of factors influencing buyer behaviour.

MANAGEMENT

OM1 Define the purpose of organisations, compare and evaluate a range of structures and describe how management impacts on their operations.

OM3 Discuss how a variety of approaches to management have influenced contemporary practices.

OM6 Describe planning and control techniques and their applications.

PROFESSIONAL COMMUNICATION

PC1 Identify and discuss business communication theories and processes.

PC3 Apply knowledge of interpersonal communication skills to a business setting.

PC4 Use accepted business practices to present information orally and in written format.

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5.3   Project 3: Giving Back

Semester 2: 5 weeks

SMS Code	BX599003	Directed Learning hours	100
Level	5	Workplace or Practical Learning hours	20
Credits	25	Self-Directed Learning hours	110
Prerequisites	nil	Total Learning Hours	250
This course approved in another Programme No Name of other Programme: n/a			

CONCEPT:

The concept of this integrated project is based on the study of a community/not for profit/third sector organisation. Students will develop an understanding of this sector as a whole and the role of these types of organisations in the community. In addition they will solve a problem or provide a simple business solution to their chosen or allocated organisation. Students will also volunteer for a charitable/non for profit organisation which must be a different organisation from that utilized for their group project.

PROJECT OUTCOMES:

Students will:

1.   Perform 20 hours of voluntary service in a not for profit or non profit organisation and reflect on this experience.

2.   Investigate the not for profit sector including constraints and opportunities specific to this sector.

3.   Develop a range of skills in research and problem solving.

4.   Present a solution or solve a problem relevant to a chosen not for profit organisation.

5.   Use a range of communication skills appropriate for a business setting.

ASSESSMENTS*:

Assessment Activity	Weighting	Learning Outcomes
Assignment	70%	BC1, BC 3, CL 3, E 5, A2, M1, M5, OM2, OM 8, PC1, PC4
Presentation	15%	BC4, A3, OM5, PC4
E-Portfolio	15%	PC2, E3, OM3, BC4
Total		

*Students must complete all assessment items.

LEARNING OUTCOMES:

BUSINESS COMPUTING

BC1

Explain and evaluate parts of an information system to meet business requirements.

BC3   Discuss issues associated with computer use and recommend actions to minimise their impact.

BC4   Use software functions effectively to produce information to meet business requirements.

COMMERCIAL LAW
CL3   Apply the basic principles of the law of contract.

ECONOMICS
E3   Explain and analyse models of firm behaviour and market structure in relation to decision making processes.
E5   Demonstrate an understanding of how the aggregate level of economic activity is determined by using models and methods.

INTRODUCTION TO ACCOUNTING
A2   Prepare financial statements using accrual accounting.
A3   Analyse and report on business performance.

INTRODUCTION TO MARKETING
M1   Identify and analyse marketing environmental factors that impact marketing activities.

M5   Demonstrate understanding of factors influencing buyer behaviour.

MANAGEMENT
OM2   Identify the factors that influence the behaviours of people working in a variety of organisations.
OM3   Discuss how a variety of approaches to management have influenced contemporary practices.
OM5   Apply a range of problem solving techniques that aid decision making.
OM8

Discuss team dynamics and how teams can improve organisational performance.

PROFESSIONAL COMMUNICATION
PC1   Identify and discuss business communication theories and processes.
PC2   Identify how perception, self-concept and culture influence communication in a business setting.
PC4   Use accepted business practices to present information orally and in written format.

5.4   Project 4: Environmental

Semester 2: 14 weeks

SMS Code	BX599004	*Directed Learning hours*	100
Level	5	*Workplace or Practical Learning hours*	20
Credits	30	*Self-Directed Learning hours*	180
Prerequisites	nil	*Total Learning Hours*	300

This course approved in another Programme No
Name of other Programme: n/a

Concept:

The aim of this integrated project is based on developing awareness of associated influences on organisations such as historical and environmental tensions. Students will undertake research on organisation(s) within a particular industry or sector.

Project outcomes:

Students will:

1.   Discuss both historical and current issues or factors which have significantly influenced NZ business and society in general.

2.   Analyse the influence of economic policy.

3.   Explore effective communication practices within business environments.

4.   Discuss New Zealand's position within the global community and the effect that internationalisation has had on the business sector in New Zealand.

5.   Use a display board to visually present their findings.

6.   Investigate a legal topic relevant to business.

7.   Discuss a variety of approaches to management that have influenced contemporary practices.

8.   Describe the influence of ethics and social responsibility on the actions of managers.

Assessments*:

Assessment Activity	Weighting	Learning Outcomes
Report	40%	BH4, OM1, OM4, OM8, PC2, PC4, PC5, CL3, CL4, CL5, E2, E4, E5
Display Board	20%	BH2, BH4, BC4, CL4, CL5
Supervised Assessment	30%	BH5, BH6,E4, E5, E6, E7
E-Portfolio	10%	PC2, PC3, PC4

*Students must complete all assessment items.

Learning outcomes:

Business Computing

BC4   Use software functions effectively to produce information to meet business requirements.

Business heritage, culture & sustainability

BH2   Examine the significant pioneers of history and the important social events that have occurred in New Zealand's past and demonstrate how these events have contributed to the

development of contemporary New Zealand society.

BH4 Discuss changes that have occurred in New Zealand in terms of heritage management, culture awareness and the social framework and describe the tension between preserving natural resources and protecting NZ's cultural heritage and allowing the transformation of its physical and cultural environment to facilitate economic development.

BH5 Discuss New Zealand's position within the global community and the effect that internationalisation has had on the business sector in New Zealand.

BH6 Discuss factors in New Zealand's current cultural, social and political environment that may influence business and potentially bring about changes in New Zealand's society within the next decade.

Commercial law

CL3 Apply the basic principles of the law of contract.

CL4 Understand the basic principles of consumer law and be able to apply those principles to everyday situations.

CL5 Demonstrate an awareness of an aspect of a legal topic affecting business in a given situation.

Economics

E2 Demonstrate knowledge of the role of supply and demand in a market system and identify the necessary conditions for market economies to function well.

E4 Explain why free markets fail to achieve the social optimum and evaluate the intervention of government in the market.

E5 Demonstrate an understanding of how the aggregate level of economic activity is determined by using models and methods.

E6 Analyse the current and future impact of monetary, fiscal and exchange rate policies on national income determination and the sectors that make up the economy.

E7 Describe the concepts of international trade, balance of payments and exchange rates and evaluate their impact upon the macro economic environment.

Introduction To Accounting

A3 Analyse and report on business performance.

A4 Demonstrate an understanding of budgets, variances and use simple break even analysis.

Introduction To Marketing

M1 Identify and analyse marketing environmental factors that impact marketing activities.

Management

OM1 Define the purpose of organisations, compare and evaluate a range of structures and describe how management impacts on their operations.

OM4 Describe the influence of ethics and social responsibility on the actions of managers.

OM8 Discuss team dynamics and how teams can improve organisational performance.

Professional Communication

PC2 Identify how perception, self-concept and culture influence communication in a business setting.

PC3 Apply knowledge of interpersonal communication skills to a business setting.

PC4 Use accepted business practices to present information orally and in written format.

PC5 Describe how effective communication management influences organisational performance.

5.5   Project 5: Business Venture

Semester 2: 14 weeks

SMS Code	BX599005	Directed Learning hours	80
Level	5	Workplace or Practical Learning hours	100
Credits	30	Self-Directed Learning hours	120
Prerequisites	nil	Total Learning Hours	300
This course approved in another Programme No Name of other Programme: n/a			

CONCEPT:

Students will operate an experiential business venture, ie, teams will set up and run an actual business, invest real money, produce real products and services and hopefully make profits (minus tax). They will also review and reflect on their experiences.

PROJECT OUTCOMES:

Students will:

1.   Conduct market research to investigate the viability of an idea.

2.   Develop a business plan which includes and addresses operational, marketing, management and risk factors.

3.   Set up and operate a business to bring a product and/or service they have created to fruition.

4.   Develop and prepare a budget and set of accounts for their business.

5.   Write and present an Business Review Report.

6.   Create a website for the business and review the effectiveness of it.

7.   Prepare and discuss a personal reflection

ASSESSMENTS*:

Assessment Activity	Weighting	Learning Outcomes
Business Plan	30%	CL1, M1, M2, M3, M4, M5, E6, E7, OM2, OM6, A2, PC5, BC4
Business Review Report	25%	OM2, A2, CL5, BC, BC1, BC3, BC4
Reflection	20%	OM5, OM6, OM7, M2, M3, M4, PC3
Supervised Assessment	25%	CL1, CL3, CL4, A2, A3, A4

*Students must complete all assessment items.

LEARNING OUTCOMES:

BUSINESS COMPUTING
BC1   Explain and evaluate parts of an information system to meet business requirements.
BC3   Discuss issues associated with computer use and recommend actions to minimise their impact.
BC4   Use software functions effectively to produce information to meet business requirements.

COMMERCIAL LAW
CL1   Understand the New Zealand legal system.
CL3   Apply the basic principles of the law of contract.

CL4   Understand the basic principles of consumer law and be able to apply those principles to everyday situations.

CL5   Demonstrate an awareness of an aspect of a legal topic affecting business in a given situation.

ECONOMICS

E6   Analyse the current and future impact of monetary, fiscal and exchange rate policies on national income determination and the sectors that make up the economy.

E7   Describe the concepts of international trade, balance of payments and exchange rates and evaluate their impact upon the macro economic environment.

INTRODUCTION TO ACCOUNTING

A2   Prepare financial statements using accrual accounting.

A4   Demonstrate an understanding of budgets, variances and use simple break even analysis.

INTRODUCTION TO MARKETING

M2   Explain and apply segmentation, targeting and positioning concepts of a target market.

M3   Evaluate and recommend the marketing mix tools employed within the business.

M4   Describe the marketing planning process components.

M5   Demonstrate understanding of factors influencing buyer behaviour.

MANAGEMENT

OM2   Identify the factors that influence the behaviours of people working in a variety of organisations.

OM5   Apply a range of problem solving techniques that aid decision making.

OM6   Describe planning and control techniques and their applications.

OM7   Apply motivational and leadership techniques, appropriate levels of delegation and leadership techniques to a range of situations.

PROFESSIONAL COMMUNICATION

PC3   Apply knowledge of interpersonal communication skills to a business setting.

PC5   Describe how effective communication management influences organisational performance.

6. ADDITIONAL COURSES FOR NZICA ACCREDITATION -

6.1 Accounting Information Systems (AMIS600)

SMS Code		*Directed Learning hours*	56
Level	6	*Workplace or Practical Learning hours*	Nil
Credits	15	*Self-Directed Learning hours*	94
Prerequisites	*None*	*Total Learning Hours*	150
This course approved in another Programme No *Name of other Programme: N/A*			

Aims

The aim of this course is to enable learners to design, implement, operate, manage and control accounting information systems. Learners will also develop practical knowledge, understanding and skills in the use of spreadsheets, databases, and accounting packages, and an appreciation of evolving technologies.

NOTE: This paper is designed to meet the needs of students contemplating a career in accounting. The course is important for those students intending to become members of the New Zealand Institute of Chartered Accountants (NZICA). Knowledge and skills in information technology and accounting information systems is regarded as essential by professional bodies and employers.

Learning Outcomes

On successful completion of this course students will be able to:

1. Understand contemporary accounting information systems (AIS), developing skill, confidence and competence in using relevant software applications in particular, spreadsheet, drawing, database, report writer and accounting packages. Specific objectives are to assist students to:

2. Understand the conceptual foundations of AIS; including the strategic development of AIS and technology developments to improve business processes.

3. Identify and address internal control, fraud and security issues in AIS.

4. Understand AIS in operation and control issues from the perspective of transaction cycles.

5. Understand the process of acquiring and implementing accounting systems to meet organisations' needs, including the use of the systems development life cycle and appropriate approaches for smaller businesses. This will include a comparison of the ASP and SaaS models versus local server based.

6. Demonstrate an awareness of current and emerging issues in AIS with particular reference to Ebusiness and Enterprise Systems.

Content

- Intermediate user level of spreadsheets for accounting using MS Excel
- Relational database design and creating a simple relationship database
- Queries and reports using MS Access or equivalent,
- Perform queries into an accounting database using external programs such as MS Access or Crystal Reports
- System flow charts and process flow diagrams using MS Visio or equivalent (Smart Draw or Open Office Draw)
- Scenario based design and implementation of accounting systems

Note: focus of this course is to go beyond the basic data entry covered in Accounting Practices.

Assessment

Assessment Activity	Weighting	Learning Outcomes
To be aligned to CPIT assessments		

Resources

Required Texts

TBA

Recommended Texts and Resources

TBA

6.2   Advanced Management Accounting (AMMA700)

SMS Code		Directed Learning hours	42
Level	7	Workplace or Practical Learning hours	Nil
Credits	15	Self-Directed Learning hours	108
Prerequisites	None	Total Learning Hours	150
This course approved in another Programme No Name of other Programme: N/A			

Aims

The general aim of this course is to provide you with advanced techniques and skills to be able to provide and evaluate accounting information, including its behavioural implications and contribute to organisational success

Learning Outcomes

On successful completion of this course students will be able to:

1.   Describe the historical development of management accounting techniques
2.   Evaluate an organisation's situation for its strategic and management accounting issues
3.   Contribute to organisational strategy and problem solving, decision making and innovation, especially dealing with uncertainty, complexity and change.
4.   Communicate management accounting information and be aware of behavioural implications
5.   Use and evaluate management accounting techniques and information in organisational situations, especially to provide product and customer costing and profitability information and to budget
6.   Contribute to development of organisational quality and staff resources
7.   Appreciate and assist with organisational environmental issues
8.   Produce performance measurement information for organisational control
9.   Use contingency theory to guide an understanding of issues in the application and evaluation of management accounting techniques
10.   Discuss an understanding of management accounting practices and future directions

Assessment

Assessment Activity		Weighting	Learning Outcomes
1	Assignment	25%	2, 3, 4, 5
2	Test	15%	1, 7
3	Examination – minimum 40% required to pass	60%	2-6, 8-10

Resources

Required Texts

TBA

Recommended Texts and Resources

TBA

6.3   Industry Project for Professional Accounting (AMPA700)

SMS Code		Directed Learning hours	10
Level	7	Workplace or Practical Learning hours	400
Credits	45	Self-Directed Learning hours	40
Prerequisites	None	Total Learning Hours	450
This course approved in another Programme No Name of other Programme: N/A			

Aims

To develop capabilities related to accounting, in a 'hands-on' immersion in industry practice. To enable 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. To enable students to carry out a significant work assignment for the host organisation on a topic in a field allied to their major and present a project report in conjunction with an academic supervisor. The project forms the final component of the programme and requires students to produce work of the highest quality as evidence of their development.

Learning Outcomes

On successful completion of this course students will be able to:

1.   Critically analyse and reflect upon the work experience in relation to relevant theories, concepts, models and current industry practice.
2.   Demonstrate the ability to define, plan and carry out a research report involving the collection, analysis and interpretation of data and theory appropriate to an approved industry topic.
3.   Synthesise solutions and draw conclusions from the analysis of data.
4.   Produce a project report of professional standard that meets the host organisation's needs as well as academic requirements.

Assessment

Assessment Activity	Weighting	Learning Outcomes
Research Proposal	15%	2
Project	40%	2, 3, 4
Oral Presentation	15%	2
Reflective Report	30%	1

Resources

Required Texts

TBA

Recommended Texts and Resources

TBA