BACHELOR OF MANAGEMENT STUDIES
WITH HONOURS

Become a future-focused leader with the strategic insights to help companies achieve international success.

Waikato’s Bachelor of Management Studies with Honours is an exceptional degree aimed at top students who aspire to become business-minded and purpose-driven leaders.

Play a role in creating a more prosperous and sustainable society for everyone.

Through hands-on group work and case studies, the BMS(Hons) will equip you with the skills to tackle complex challenges facing small to large organisations.

Gain the skills and knowledge to find new market opportunities and develop effective business strategies in the global context. Understand how to build a culture of innovation within firms, and make companies more profitable and efficient.

A special feature of this degree is that it includes a series of professional management papers taught at postgraduate level in years 3 and 4, which are designed to challenge and inspire you. You’ll delve deeply into real-world issues faced by business leaders, such as dealing with disruptions to global supply chains, and ensuring that your company follows sustainable practices.

Another major highlight is the opportunity to travel with your class and visit a number of successful businesses, either in New Zealand or overseas. This study tour will bring to life your understanding of global business practice and the complexities of working in international markets.

You’ll also get a double dose of practical business experience before you graduate, with two work-integrated learning papers built into the third and fourth years of the BMS(Hons). These internships or applied research projects can be with organisations based in New Zealand or overseas.

In fourth year, teams of students will compete to come up with the best growth strategies for a New Zealand firm as part of the nationally prestigious Waikato Management School Case Competition – our students can also compete in the national case league, where the Waikato team has a proud history of success.

You’ll graduate work-ready, with a well-rounded set of analytical, creative, leadership, problem-solving and communication skills to maximise your career opportunities.
In your first year you’ll get a solid grounding in the fundamentals of business, from accounting, economics and finance through to digital business, marketing, strategy and supply chain management. This allows you to discover which career pathways you’re most passionate about.

Then in second year you can specialise in up to two major subjects, take papers at a more advanced level, and start to see the bigger picture from a general management perspective.

If you’d like to become a certified professional accountant (with CAANZ, CPA Australia or ACCA), you can use this degree to fast-track your academic journey by taking an approved suite of accounting and business papers.

Gain your world-class business education from Waikato Management School, which is in the top 1% of all business schools globally with our prestigious Triple Crown Accreditation (EQUIS, AMBA and AACSB).

Career Options

- Banker (Commercial or investment)
- Business analyst
- Chartered Accountant
- CEO or General Manager
- Chief Financial Officer (CFO)
- Customer experience manager
- Digital business or e-commerce manager
- Economist
- Entrepreneur
- Government policy adviser
- Human resource manager
- International trade advisor
- Logistics/Supply chain manager
- Management consultant
- Marketing manager
- Operations manager
- People and capability manager
- Policy analyst (eg. Treasury)
- Project manager
- Sharebroker
- Systems analyst
- Taxation advisor
- Tourism/hospitality manager
## Bachelor of Management Studies with Honours

Single or double major – 4 years (480 points)

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### Business Fundamentals Papers
- ACCTN101 Accounting for Management
- ECONS101 Business Economics and the New Zealand Economy
- FINAN101 Introduction to Finance
- MGSYS101 Digital Business and Supply Chain Management
- MRKTG101 Fundamentals of Successful Marketing
- STMGT101 Introduction to Management

### MAJOR SUBJECTS

Choose one of the following subjects as your 1st Major:
- Accounting
- Digital Business
- Economics
- Finance
- Human Resource Management
- Marketing
- Public Relations
- Strategic Management
- Supply Chain Management
- Tourism & Hospitality Management

You can opt to take a second major or 1-2 minors in almost any other subject offered at your campus.

Key
- H - Hamilton Campus
- T - Tauranga Campus (Years 1 and 2)
BACHELOR OF BUSINESS

Become a force for positive change in business by using your innovative and analytical thinking to drive companies forward.

Our Bachelor of Business is focused on developing the next generation of business innovators and entrepreneurs.

This three-year degree will equip you with the skills needed to sustainably manage the operations of today’s small to large enterprises – or start your own entrepreneurial business.

It will also build your understanding of how to make sound business decisions that have positive impacts for people, planet and profitability.

In today’s challenging global economy, it’s more important than ever that businesses remain agile and future-focused, so they can adapt quickly to changes in the domestic or global economy.

Prepare for a rewarding career where you can drive projects that will make organisations more efficient and profitable, drive innovation processes to develop new products or services, use data to find meaningful insights, and apply the latest digital business technologies.

Throughout your degree, you’ll be working on real-world case studies and practical assignments that bring the business and financial world to life. We also invite guest lecturers from industry to share their experiences with our students.

In your first year, you’ll get a solid grounding in all the core areas of business through the Business Fundamentals. This makes it easy to discover which subject you’re most passionate about.

In second year, you’ll start taking more advanced papers for your major and minor subjects.

If your goal is to become a certified professional accountant (with CAANZ, CPA Australia or ACCA), it’s possible to fast-track your academic journey by taking an approved suite of accounting and business papers.

A key strength of this degree is the Work-Integrated Learning (WIL) paper in third year, which provides the experience of working on real projects for a host organisation. This will pull together all of your learning, and for many students it is a highlight of their university experience.

Gain your world-class business education from Waikato Management School, which is in the top 1% of all business schools globally with our prestigious Triple Crown Accreditation (EQUIS, AMBA and AACSB).
BACHELOR OF BUSINESS
Single or double major – 3 years (360 points)

Y1
| 100 Level Major 1 | 100 Level Major 1 | 100 Level One of Business Fundamentals | 100 Level One of Business Fundamentals | 100 Level One of Business Fundamentals | 100 Level Elective | 100 Level Elective |

Y2
| 200 Level Major 1 | 200 Level Major 1 | 200 Level Major 1 | ECONS205 Data Analytics with Business Applications | MNMG202 Intercultural Perspectives on Organisations | 100 or 200 Level Elective | 200 Level Elective | 200 Level Elective |

Y3
| 300 Level Major 1 | 300 Level Major 1 | 300 Level Major 1 | Major 1 OR Any Management paper | 366 or 399 Work-Integrated Learning | 200 or 300 Level Elective | 200 or 300 Level Elective | 200 or 300 Level Elective |

Business Fundamentals papers:
- ACCTN101 Accounting for Management
- ECONS101 Business Economics and the New Zealand Economy
- FINAN101 Introduction to Finance
- MGSYS101 Digital Business and Supply Chain Management
- MRKTG101 Fundamentals of Successful Marketing
- STMGT101 Introduction to Management

MAJOR SUBJECTS
Choose one of the following subjects as your 1st Major:
- Accounting
- Digital Business
- Economics
- Finance
- Human Resource Management
- Marketing
- Public Relations
- Strategic Management
- Supply Chain Management
- Tourism & Hospitality Management

You can opt to take a second major or 1-2 minors in almost any other subject offered at your campus.
Career options

- Banker (commercial or investment)
- Business analyst
- Business consultant
- Chartered Accountant
- Customer experience manager
- Digital business manager
- Economist
- Entrepreneur
- Financial advisor
- Human resources advisor
- International trade advisor
- Logistics/Supply chain manager
- Marketing manager
- Operations manager
- Policy analyst (eg. Treasury)
- Project manager
- Sharebroker
- Systems analyst
- Taxation advisor
- Tourism or hospitality manager
Communicate with purpose and make an impact. Express your ideas through digital storytelling, design, film, web and interactive media.

Waikato’s Bachelor of Communication is for people who are passionate about expressing ideas in creative ways and want to produce engaging multimedia content that blends writing, film, sound, images, and websites.

Our graduates will be equipped to launch professional careers working in the creative and media industries. Get the technical and communication skills you need to master everything from websites and mobile apps through to films, podcasting, gaming, virtual reality and social media.

This interdisciplinary degree offers a choice of five subject majors in Applied Digital Communication, Creative Media, Public Relations, Marketing, and Media Production.

Students will learn how to produce digital, interactive communications that have the power to shape people’s beliefs and behaviours; or set in motion the ripples of social change.

For example, you could design a visual brand identity for a fictional product, create a user-centred website for a company, or produce a short film.

In first year, the core papers of this degree will introduce you to the fundamental principles of communication, marketing, public relations and the creative industries.

You’ll also learn how to consider different perspectives when communicating across cultures.

In later years, you’ll take more advanced papers focused on your major subject/s. For example, you could study web development, user experience design, transmedia storytelling, digital marketing, strategic brand management, film production, podcasting, interactive media design, events management, or PR campaigns.

In third year, all Bachelor of Communication students will complete a work-integrated learning paper, known as COMMS300, 396 or 399. This is a great opportunity to gain practical experience working for a host organisation by completing either a communication consulting project, a workplace internship, or an applied research project.
## BACHELOR OF COMMUNICATION

**Single or double major – 3 years (360 points)**

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<th>Year</th>
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### MAJOR SUBJECTS

Choose one of the following subjects as your 1st Major:

- Applied Digital Communication
- Creative Media
- Marketing
- Media Production
- Public Relations

You can opt to take a second major or 1-2 minors in almost any other subject offered at your campus.

### Career Options

- Art director
- Creative director
- Interactive media artist
- Advertising account executive
- Brand and campaign manager
- Communications advisor
- Digital content writer
- Creative art director
- Digital marketing specialist
- Events manager
- Game designer
- Interactive media artist
- Marketing/sales manager
- Media relations advisor
- Multimedia journalist
- Podcaster
- Press secretary
- Producer - film, TV, web series
- Public relations manager
- Social media advisor
- Sound designer
- User experience (UX) designer
- Web designer/developer
MAJOR SUBJECTS

**Accounting**
Gain the expertise you need to become a trusted business advisor with a deep knowledge of commercial and taxation laws. Use your insights to help clients grow their business profits, and make strategic financial decisions for organisations. **BBus, BMS(Hons)**

**Applied Digital Communication**
User-centred design is a key feature of this subject. Learn how to create interactive web pages and digital collateral; produce a mobile phone app; and design infographics that enrich human understanding of patterns and trends. **BC**

**Creative Media**
Discover the power of media-rich creative arts to achieve your communication goals by experimenting with text, images, music, sound, film and performance. Students will expand their creative skillset and work in a live production studio with cameras. **BC**

**Digital Business**
Gain a sought-after mix of business and IT skills and launch your career as a tech-savvy manager in a wide range of industries. Learn how to evaluate the latest digital technologies and give professional advice to firms looking for superior business performance. **BBus, BMS(Hons)**

**Economics**
Economists use their insights to help government and businesses make better-informed decisions about allocating scarce resources to achieve their goals, such as reducing carbon emissions or hospital waiting lists. You’ll also analyse government policies for their impact on economic growth and social wellbeing. **BBus, BMS(Hons)**

**Finance**
Finance is all about trying to achieve the best financial return on a given level of risk, and helping organisations add value for their shareholders. It will also help you make better investment decisions for your own financial security. **BBus, BMS(Hons)**

**Human Resource Management**
Learn how to recruit, develop and manage an organisation’s most valuable asset – its people. HR managers understand how to get the best results from employees, and they seek to positively contribute to an organisation’s culture, leadership and performance. **BBus, BMS(Hons)**

**Marketing**
Great marketing is essential for attracting customers to purchase a company’s products or services. If you’re interested in business and human psychology, and you enjoy following the latest social trends and technology, this subject could be right for you. **BBus, BC, BMS(Hons)**

**Media Production**
Get the hands-on technical skills you need to work in professional media production studios. Whether your passion is for film and television, music/sound, web series, podcasting, game design, graphic design or web media, this subject has it all. **BC**

**Public Relations**
Learn how to plan and implement strategic communication campaigns that have the power to influence people’s attitudes and behaviour, and build trusted relationships between an organisation and its key stakeholders. **BBus, BC, BMS(Hons)**
**Strategic Management**
Strategy is about envisioning a company’s future and finding new market opportunities. This subject will teach you how to develop innovative growth strategies for businesses that will expand their horizons, and make them more profitable and competitive. *BBus, BMS(Hons)*

**Supply Chain Management**
Learn how to manage complex global supply chains and keep goods moving swiftly around the world – from raw goods made in a factory through to wholesalers, retailers and customers. *BBus, BMS(Hons)*

**Tourism & Hospitality Management**
Be prepared to manage travel and hospitality operations in a way that is good for people, profits and the environment. Launch your career in this exciting industry; from hotels and restaurants through to eco-tourism, music festivals and special events. *BBus, BMS(Hons)*

**CONJOINT DEGREES**
Shape your own programme of study around your career passions by combining two bachelor’s degrees together, known as a conjoint degree.

Conjoint degrees are an alternative to taking a single degree with a double major. It will broaden your knowledge across two disciplines and make you even more attractive to a range of employers.

For example, one popular option is to combine business and law together, known as a BBus/LLB.

Both qualifications must be studied at the same time, but you gain the benefit of having some papers cross-credited to both degrees.

Conjoint degrees can be challenging, as they take a few more years of study compared to a three-year degree.

Students are strongly encouraged to speak to a programme advisor if they are considering this option.

**CONTACT US:**

Any questions? Reach out to us at:

- Phone: 0800 WAIKATO (0800 924 528)
- Email: info@waikato.ac.nz

For more information scan the qr code or visit [waikato.ac.nz](http://waikato.ac.nz).