OT4922 Bachelor of Applied Management

School of Applied Business

Course Descriptors Document

Version 2
Version 2o – June 2014

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### 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

**Distribution of document**

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| 2e             | 11549.26                  | A79/13                      | 18-Oct-13     | Type 1                              | Change to title BX70010 to Internship Project  
Review of Outcomes  
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 |
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6. ADDITIONAL COURSES FOR NZICA ACCREDITATION

6.1 Accounting Information Systems (AMIS600)
6.2 Advanced Management Accounting (AMMA700)
6.3 Industry Project for Professional Accounting (AMPA700)
1. Compulsory Courses

1.1 Introduction to Accounting

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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

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Resources

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Required:

Recommended:

Financial pages of major newspapers
1.2 Professional Communication

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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

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Resources


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1.3 Business Heritage, Culture and Sustainability

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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

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• Contemporary issues in New Zealand today and for the future

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**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

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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

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Resources

Required Texts

Various legislation (see course outline)

Recommended Texts and Resources
TBA
1.5 Economics

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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

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Resources

Required:

Recommended Texts and Resources
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).

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1.6 **Introduction to Marketing**

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**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**

<table>
<thead>
<tr>
<th>Assessment Activity</th>
<th>Weighting</th>
<th>Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Test</td>
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<tr>
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**Resources**

**Required Texts**


**Recommended Texts and Resources**


1.7 Business Computing

<table>
<thead>
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<th>BX555001</th>
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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

<table>
<thead>
<tr>
<th>Assessment Activity</th>
<th>Weighting</th>
<th>Learning Outcomes</th>
</tr>
</thead>
<tbody>
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</table>

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
1.8 Management

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| 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**

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<th>Learning Outcomes</th>
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**Resources**

**Required Texts**

**Recommended Texts and Resources**


New Zealand Management magazine (online)

NZ Business (online)

Harvard Business Review (online)
1.9 **Applied Management**

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**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**

<table>
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<tr>
<th>Assessment Activity</th>
<th>Weighting</th>
<th>Learning Outcomes</th>
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<td>Oral Presentation</td>
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**Resources**

**Required Texts**

**Recommended Texts and Resources**


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


1.10  Research Methodology

<table>
<thead>
<tr>
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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.

Content

Assessment

<table>
<thead>
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<th>Learning Outcomes</th>
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Resources

Required Texts

**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

<table>
<thead>
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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

<table>
<thead>
<tr>
<th>Assessment Activity</th>
<th>Weighting</th>
<th>Learning Outcomes</th>
</tr>
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<td>1, 2, &amp; 3</td>
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Resources


Inland Revenue Department, GST Guide
Computer Accounting Package MYOB
Spreadsheet Program - Excel
2.3 Sustainable Practice in Business

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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**

<table>
<thead>
<tr>
<th>Assessment</th>
<th>Weighting</th>
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<td>Presentation</td>
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**Completion requirements**

Successful completion of all assessments.

**Student Reading List**

Course web logs, on-line library
2.4 Exploring Tourism and Hospitality

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<td>Prerequisites</td>
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</table>

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

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<td>Weblog contribution</td>
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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**

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<tr>
<td>Credits</td>
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<td>Total Learning Hours</td>
<td>150</td>
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</table>

**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**

<table>
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<tr>
<th>Assessment Activity</th>
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**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

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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**

<table>
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<th>Weighting</th>
<th>Learning Outcomes</th>
</tr>
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**Resources**

Required Texts – to be advised

Recommended Texts and Resources - to be advised
### 3.5 Event Logistics

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</table>

**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

<table>
<thead>
<tr>
<th>Assessment Activity</th>
<th>Weighting</th>
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<td>Observation Exercise</td>
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<td>Event Management Logistics Report</td>
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Resources

Required Text

3.6 **Entrepreneurship**

<table>
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<th>Level</th>
<th>Workplace or Practical Learning hours</th>
<th>Credits</th>
<th>Self-Directed Learning hours</th>
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</tbody>
</table>

*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**

<table>
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<th>Assessment Activity</th>
<th>Weighting</th>
<th>Learning Outcomes</th>
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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**


### 3.7 Event Planning and Management

<table>
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</table>

**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

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Resources

Required Texts

### 3.8 Food and Beverage Operations

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**Level**: 6  
**Credits**: 15  
**Prerequisites**: None

**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**

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<td>1, 2</td>
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**Resources**

**Required Texts**

Recommended Texts and Resources


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

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**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

<table>
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<th>Assessment Activity</th>
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<th>Learning Outcomes</th>
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#### Resources

Required Texts

TBA
**Recommended Texts and Resources**


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
### 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

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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


3.12  Market Development and Sales

<table>
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Prerequisites: Intro to Marketing or equivalent

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

<table>
<thead>
<tr>
<th>Assessment Activity</th>
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Resources

Required Texts

3.13 Organisational Behaviour

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**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 interpersonal 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**

<table>
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<tr>
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<th>Learning Outcomes</th>
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**Resources**

**Required Texts**

**Recommended Texts and Resources**

3.14 Project Management

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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

<table>
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<th>Learning Outcomes</th>
</tr>
</thead>
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Resources

Required Texts
Recommended Texts and Resources


PMI. (2004) A guide to the project management body of knowledge (PMBOK guide) (3 ed)
3.15 Rooms Division Operations Management

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*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**

<table>
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<tr>
<th>Assessment Activity</th>
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**Resources**

**Required Texts**

TBA

**Recommended Texts and Resources**


### 3.16 Services Marketing Management

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*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**

<table>
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<th>Learning Outcomes</th>
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**Resources**

**Required Texts**

TBA

**Recommended Texts and Resources**

TBA
3.17  **Special Topic Level 6**

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<tr>
<td>Some level 6 study</td>
<td>150</td>
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| 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

<table>
<thead>
<tr>
<th>Assessment Activity</th>
<th>Weighting</th>
<th>Learning Outcomes</th>
</tr>
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<td>Self Assessment and Reflection</td>
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<tr>
<td>Presentation</td>
<td>20%</td>
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</table>

**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**

<table>
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<th>Workplace or Practical Learning hours</th>
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<th>Self-Directed Learning hours</th>
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</table>

**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**

<table>
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<tr>
<td>Examination</td>
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<td>1</td>
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<td>Assessed performance on industry placement</td>
<td>25%</td>
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**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:


**Recommended Texts and Resources**

TBA
3.20 **International Tourism and Transport**

**NB:2013 Course has been replaced**

<table>
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</table>

**Level** 6

**Credits** 15

**Prerequisites** None

**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

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<td>Prerequisites</td>
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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

<table>
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<tr>
<th>Assessment Activity</th>
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<th>Learning Outcomes</th>
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<td>Assignment 1 – Part B</td>
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<td>Examination</td>
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</table>

Resources

Required Texts

Recommended Texts and Resources


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

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<td>Prerequisites</td>
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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

<table>
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Resources

Required Texts


Recommended Texts and Resources
3.23 Introduction to Finance

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<td>150</td>
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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

<table>
<thead>
<tr>
<th>Assessment Activity</th>
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<td>Examination – min 40% required to pass</td>
<td>50%</td>
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Resources

Required Texts
Recommended Texts and Resources

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

<table>
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<tr>
<td>Prerequisites</td>
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</table>

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

<table>
<thead>
<tr>
<th>Assessment Activity</th>
<th>Weighting</th>
<th>Learning Outcomes</th>
</tr>
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<td>Examination -</td>
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</table>

Resources

Required Texts
Relevant IRD publications and returns - these will be obtained for you.

Recommended Texts and Resources

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


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
### 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

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<tr>
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<td>Reflective Report</td>
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Resources

Required Texts


Recommended Readings and Resources


3.30  **Strategic Planning for Small Business**

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*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**

<table>
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<td>Assignment Current Position of Business</td>
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<td>Assessment Objectives and Strategies</td>
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<td>Assessment Strategic Plan</td>
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**Resources**

**Required Texts**


**Recommended Texts and Resources**

TBA
3.31 Human Resources

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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

<table>
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<tr>
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Resources

Required Texts

Recommended Texts and Resources


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

<table>
<thead>
<tr>
<th>SMS Code</th>
<th>Directed Learning hours</th>
<th>Level</th>
<th>Workplace or Practical Learning hours</th>
<th>Credits</th>
<th>Self-Directed Learning hours</th>
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*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

<table>
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<tr>
<th>Assessment Activity</th>
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<tr>
<td>Negotiation</td>
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<tr>
<td>Test</td>
<td>40%</td>
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Resources

Required Texts

Recommended Texts and Resources
Employment Relations Act, 2000. (Brookers Database)
3.33 Consumer Behaviour

<table>
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<td>Prerequisites</td>
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</table>

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

<table>
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<tr>
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<th>Weighting</th>
<th>Learning Outcomes</th>
</tr>
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Resources

Required Text – to be advised
**Recommended Text**


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


3.34 Market Planning and Control

<table>
<thead>
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<th>SMS Code</th>
<th>Directed Learning hours</th>
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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

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<th>Learning Outcomes</th>
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</table>

Resources

Required Text
**Recommended Text**

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 Principals and Practices of Quality Management

<table>
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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

<table>
<thead>
<tr>
<th>Assessment Activity</th>
<th>Weighting</th>
<th>Learning Outcomes</th>
</tr>
</thead>
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</tr>
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</table>
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.

3.38  A systems approach to Sustainable Practice

<table>
<thead>
<tr>
<th>SMS Code</th>
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<td>Prerequisites</td>
<td>Total Learning Hours</td>
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</table>

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

<table>
<thead>
<tr>
<th>Assessment Activity</th>
<th>Weighting</th>
<th>Learning Outcomes</th>
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<tr>
<td>Learning Journal</td>
<td>30%</td>
<td>1, 2, 3, 4, 5, 6</td>
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</table>

Resources


SANZ (2009). Strong Sustainability for New Zealand: Principles and Scenarios. One, 52


3.39 **Social Media and Engagement**

<table>
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<tr>
<th>SMS Code</th>
<th>BX660106A</th>
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**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**

<table>
<thead>
<tr>
<th>Assessment Activity</th>
<th>Weighting</th>
<th>Learning Outcomes</th>
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<tr>
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<td>Presentation on engagement and an evaluation of its effectiveness</td>
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<td>6</td>
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<td>Reflective Journal</td>
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**Resources**

The evolving and growing family of online communication tools.
3.40 Creating Living Buildings

<table>
<thead>
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<th>SMS Code</th>
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</table>

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**

<table>
<thead>
<tr>
<th>Assessment Activity</th>
<th>Weighting</th>
<th>Learning Outcomes</th>
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**Resources**


[https://ilbi.org/lbc/standard](https://ilbi.org/lbc/standard)
### 3.41 Sustainable Land Management

<table>
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<tr>
<th>SMS Code</th>
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</tr>
<tr>
<td>Prerequisites</td>
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<td>150</td>
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</tbody>
</table>

**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**

<table>
<thead>
<tr>
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<th>Weighting</th>
<th>Learning Outcomes</th>
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**Resources**


3.42 **Sustainable Production and Organic Certification**

<table>
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<td>Total Learning Hours</td>
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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**

<table>
<thead>
<tr>
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<th>Weighting</th>
<th>Learning Outcomes</th>
</tr>
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**Resources**


3.43 Social Entrepreneurship

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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

<table>
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<th>Weighting</th>
<th>Learning Outcomes</th>
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<td>1, 2, 3,</td>
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</table>

Resources

Six steps of community engagement

Readings


Web sites of case study organisations


Whistler Centre for Sustainability (2010). Whistler 2020 - Moving Toward a Sustainable Future
3.44 Tourism Industry and Enterprises

<table>
<thead>
<tr>
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</table>

**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**

<table>
<thead>
<tr>
<th>Assessment Activity</th>
<th>Weighting</th>
<th>Learning Outcomes</th>
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<tr>
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<tr>
<td>Tourism Business Case Study</td>
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**Resources**

**Required:** TBA
Recommended: TBA
3.45 Sustainable Tourism Practices

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</table>

**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**

<table>
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**Resources**

**Required:**
TBA

**Recommended:** TBA
3.46 Accommodation Services Management

<table>
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<th>Directed Learning hours</th>
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</tr>
<tr>
<td>Prerequisites</td>
<td>Total Learning Hours</td>
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</tbody>
</table>

**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**

<table>
<thead>
<tr>
<th>Assessment Activity</th>
<th>Weighting</th>
<th>Learning Outcomes</th>
</tr>
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**Resources**

**Required:**

TBA
Recommended:
TBA
3.47 Tourism Multimedia

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<tr>
<td>Prerequisites</td>
<td>None</td>
<td>Total Learning Hours</td>
<td>150</td>
</tr>
</tbody>
</table>

**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**

<table>
<thead>
<tr>
<th>Assessment Activity</th>
<th>Weighting</th>
<th>Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**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

<table>
<thead>
<tr>
<th>SMS Code</th>
<th>BX770003</th>
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</table>

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

<table>
<thead>
<tr>
<th>Assessment Activity</th>
<th>Weighting</th>
<th>Learning Outcomes</th>
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</thead>
<tbody>
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<td>Case study Essay</td>
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</tr>
<tr>
<td>On-line Forum</td>
<td>25%</td>
<td>3</td>
</tr>
<tr>
<td>Global Issues Essay</td>
<td>50%</td>
<td>4</td>
</tr>
</tbody>
</table>
Resources

Required Texts

There is no textbook required for this paper.

Recommended Texts and Resources


Additional Resources


### 4.3 Event Marketing and Sponsorship

<table>
<thead>
<tr>
<th>SMS Code</th>
<th>BX770004</th>
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<td>Credits</td>
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<td>108</td>
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<td>Prerequisites</td>
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</table>

**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**

<table>
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<tr>
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<th>Weighting</th>
<th>Learning Outcomes</th>
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<tr>
<td>Communication Report</td>
<td>50%</td>
<td>3 – 5, 7</td>
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<tr>
<td>Sponsorship Presentation</td>
<td>30%</td>
<td>6</td>
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</table>

**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

<table>
<thead>
<tr>
<th>SMS Code</th>
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<td>BX77006</td>
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**Level** 7

**Prerequisites** Level 6 papers for major

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**

<table>
<thead>
<tr>
<th>Assessment Activity</th>
<th>Weighting</th>
<th>Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event / Project Report</td>
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<tr>
<td>Teamwork Evaluation Report</td>
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<td>2,3,6</td>
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Resources

Required Text
4.6 **International Marketing**

<table>
<thead>
<tr>
<th>SMS Code</th>
<th>Directed Learning hours</th>
<th>Level</th>
<th>Workplace or Practical Learning hours</th>
<th>Credits</th>
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<td>Level 6 papers for major</td>
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**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

<table>
<thead>
<tr>
<th>Assessment Activity</th>
<th>Weighting</th>
<th>Learning Outcomes</th>
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<td>Assignment Two</td>
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<td>2,3,4,5</td>
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<td>Assignment Three</td>
<td>30%</td>
<td>2,3,4</td>
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Resources

Required Text

Recommended Text

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

<table>
<thead>
<tr>
<th>SMS Code</th>
<th>Directed Learning hours</th>
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<td>Prerequisites</td>
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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**

<table>
<thead>
<tr>
<th>Assessment Activity</th>
<th>Weighting</th>
<th>Learning Outcomes</th>
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<td>Applied Project Report</td>
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<tr>
<td>Field Research and Recommendations</td>
<td>30%</td>
<td>1, 2, 5 &amp; 7</td>
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<tr>
<td>In class discussion workbook</td>
<td>15%</td>
<td>1-7</td>
</tr>
<tr>
<td>Job analysis and P-J Fit Research Proposal</td>
<td>25%</td>
<td>4 &amp; 5</td>
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Resources
Required Texts
TBA

Recommended Texts and Resources
4.10 Industry Project

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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

<table>
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<tr>
<th>Assessment Activity</th>
<th>Weighting</th>
<th>Learning Outcomes</th>
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<tr>
<td>Written Project</td>
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<td>Reflective Report</td>
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Resources

Required Text
None

**Recommended Text**


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

<table>
<thead>
<tr>
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<td>Prerequisites</td>
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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

<table>
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<tr>
<th>Assessment Activity</th>
<th>Weighting</th>
<th>Learning Outcomes</th>
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<tr>
<td>Report 1</td>
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<tr>
<td>Report 2</td>
<td>40%</td>
<td>4, 5</td>
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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:


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

<table>
<thead>
<tr>
<th>SMS Code</th>
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<td>150</td>
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</table>

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

<table>
<thead>
<tr>
<th>Assessment Activity</th>
<th>Weighting</th>
<th>Learning Outcomes</th>
</tr>
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<tbody>
<tr>
<td>Assignment 1</td>
<td>35%</td>
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</tr>
<tr>
<td>Assignment 2 (including presentation)</td>
<td>25%</td>
<td>4</td>
</tr>
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</table>
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


4.15 Strategic Marketing

<table>
<thead>
<tr>
<th>SMS Code</th>
<th>BX770016</th>
<th>Directed Learning hours</th>
<th>42</th>
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<td>Prerequisites</td>
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<td>Total Learning Hours</td>
<td>150</td>
</tr>
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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

<table>
<thead>
<tr>
<th>Assessment Activity</th>
<th>Weighting</th>
<th>Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assignment One</td>
<td>30%</td>
<td>1,2</td>
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<tr>
<td>Assignment Two</td>
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<td>3</td>
</tr>
<tr>
<td>Examination</td>
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<td>1,2,3,4</td>
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Resources

Required Texts

**Recommended Texts and Resources**


### 4.16 Product Development

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<thead>
<tr>
<th>SMS Code</th>
<th>BX770017</th>
<th>Directed Learning hours</th>
<th>42</th>
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<td>Credits</td>
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<td>108</td>
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<tr>
<td>Prerequisites</td>
<td>Level 6 papers for major</td>
<td>Total Learning Hours</td>
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</table>

**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

<table>
<thead>
<tr>
<th>Assessment Activity</th>
<th>Weighting</th>
<th>Learning Outcomes</th>
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**Resources**

**Required Texts**

**Recommended Texts and Resources**


4.17 Advanced Project Management

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**Level** 7

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*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

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<th>Learning Outcomes</th>
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Resources

Required Texts


Recommended Texts and Resources


4.18 Resource Integration Management

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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**

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**Resources**

**Required Texts**


**Recommended Texts and Resources**

4.19 Strategic Management

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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**

<table>
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<th>Learning Outcomes</th>
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</tr>
<tr>
<td>Exam</td>
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**Resources**

**Required Texts**

**Recommended Texts and Resources**


4.20  Special Topic Level 7

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<th>Workplace or Practical Learning hours</th>
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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

<table>
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<tr>
<td>Presentation</td>
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<td>2-3</td>
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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**

<table>
<thead>
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<th>SMS Code</th>
<th>Directed Learning hours</th>
<th>Workplace or Practical Learning hours</th>
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</table>

**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

<table>
<thead>
<tr>
<th>Assessment Activity</th>
<th>Weighting</th>
<th>Learning Outcomes</th>
</tr>
</thead>
<tbody>
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<td>Assignment 1</td>
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<td>1 - 2</td>
</tr>
<tr>
<td>Assignment 2</td>
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</tr>
<tr>
<td>Examination</td>
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<td>3 – 6 dependent upon case study utilized</td>
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</table>

### Resources

**Required:**

**Recommended:**
Bowman, C; (1990) *The essence of strategic management*. Prentice Hall
Henderson, B.A., Larco J.L. (2003).*Lean transformation: How to change your business into a lean enterprise*; Oaklea Press, Richmond, VA

### 4.22 Tourism Policy and Planning

**NOTE:** 2013 course has been replaced

<table>
<thead>
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<tr>
<td>Prerequisites</td>
<td>Level 6 papers for major</td>
<td>Total Learning Hours</td>
<td>150</td>
</tr>
</tbody>
</table>
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
4.23 Contemporary Issues in the Food and Beverage Industry

<table>
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<th>SMS Code</th>
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<td>Level 6 papers for major</td>
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**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**

<table>
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<tr>
<th>Assessment Activity</th>
<th>Weighting</th>
<th>Learning Outcomes</th>
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**Resources**

**Required Texts**
TBA

**Recommended Texts and Resources**
4.24 Contemporary Issues in the Hotel Industry

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Level 7

Prerequisites: Level 6 papers for major

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

<table>
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<tr>
<th>Assessment Activity</th>
<th>Weighting</th>
<th>Learning Outcomes</th>
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Resources
Required Texts
TBA

Recommended Texts and Resources
4.25 Contemporary Issues in Human Resource Management

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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

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<td>Research project and presentation</td>
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Recommended Resources


**Internet Resources**

www.cipd.co.uk  www.hrinz.org.nz  
www.mercerhr.com  www.ifebp.org  
www.ipma-he.org  www.ipmaac.org  
www.ihrim.org  www.hrresourcecenter.org/sg
4.26  Contemporary Issues in the Tourism Industry

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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

<table>
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Resources

Required Texts
   Butterworth-Heinemann
Recommended Texts and Resources
TBA
4.27 Managing for Organisational Excellence

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<td>Total Learning Hours</td>
<td>150</td>
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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. Baldrige, 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**

<table>
<thead>
<tr>
<th>Assessment Activity</th>
<th>Weighting</th>
<th>Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project</td>
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<td>1,2,3,4</td>
</tr>
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</table>

**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

<table>
<thead>
<tr>
<th>SMS Code</th>
<th>Directed Learning hours</th>
<th>Level</th>
<th>Workplace or Practical Learning hours</th>
<th>Credits</th>
<th>Self-Directed Learning hours</th>
<th>Prerequisites</th>
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<td>BX660104</td>
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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

<table>
<thead>
<tr>
<th>Assessment Activity</th>
<th>Weighting</th>
<th>Learning Outcomes</th>
</tr>
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<tbody>
<tr>
<td>Team Project</td>
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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

<table>
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<th>SMS Code</th>
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<tr>
<td>Credits</td>
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<td>Self-Directed Learning hours</td>
<td>108</td>
</tr>
<tr>
<td>Prerequisites</td>
<td>CEP or industry project as co-requisite or prerequisite</td>
<td>Total Learning Hours</td>
<td>150</td>
</tr>
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</table>

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

<table>
<thead>
<tr>
<th>Assessment Activity</th>
<th>Weighting</th>
<th>Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business plan, including budget, investment capital appeals, project management components, etc.</td>
<td>40%</td>
<td>1, 2, 3, 4, 5, 6</td>
</tr>
<tr>
<td>Evaluation design</td>
<td>30%</td>
<td>1, 6, 7</td>
</tr>
<tr>
<td>Initial empirical analyses and preliminary recommendations from executing evaluation design</td>
<td>30%</td>
<td>1, 7</td>
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**Resources**


**Recommended:**

4.30 Implementing Sustainable Practice

<table>
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<tr>
<th>SMS Code</th>
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<td>Credits</td>
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<td>Total Learning Hours</td>
<td>150</td>
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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

<table>
<thead>
<tr>
<th>Assessment Activity</th>
<th>Weighting</th>
<th>Learning Outcomes</th>
</tr>
</thead>
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Resources

Video


Readings


4.31 Sustainable Lean Systems for Business Excellence

<table>
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<th>SMS Code</th>
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<td>Total Learning Hours</td>
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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

<table>
<thead>
<tr>
<th>Assessment Activity</th>
<th>Weighting</th>
<th>Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
<td>50%</td>
<td>1, 2, 3, 4</td>
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<td>Final Exam</td>
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**Resources**


**Recommended:**


4.32 Sustainable Community Development

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<td>Credits</td>
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<td>Total Learning Hours</td>
<td>150</td>
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</table>

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

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<th>Weighting</th>
<th>Learning Outcomes</th>
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Resources
4.33 Destination Management

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<th>Level</th>
<th>Workplace or Practical Learning hours</th>
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<td>28</td>
<td>15</td>
<td>80</td>
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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

<table>
<thead>
<tr>
<th>Assessment</th>
<th>Weighting</th>
<th>Outcomes</th>
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</thead>
<tbody>
<tr>
<td>Critique an Article/Case Study</td>
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<td>Assignment</td>
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<tr>
<td>Essay incorporating literature review</td>
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Resources
Required: TBA
4.34 Internship Project

<table>
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<td>600</td>
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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

<table>
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</tr>
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<td>Project</td>
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<tr>
<td>Oral Presentation</td>
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<td>Reflective Report</td>
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Resources - Negotiated with student
5. Project based Learning

5.1 Project 1: Business Toolkit

Semester 1: 5 weeks

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<td>Prerequisites</td>
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<td>100</td>
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</table>

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*:

<table>
<thead>
<tr>
<th>Assessment Activity</th>
<th>Weighting</th>
<th>Learning Outcomes</th>
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<tbody>
<tr>
<td>Case study</td>
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<tr>
<td>Presentation</td>
<td>15%</td>
<td>PC4, BC2, OM2.</td>
</tr>
<tr>
<td>E-Portfolio</td>
<td>15%</td>
<td>M3, PC5, BC4.</td>
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</table>

*Students must complete all assessment items.

LEARNING OUTCOMES:

**BUSINESS COMPUTING**

**BC1**
Explain and evaluate parts of an information system to meet business requirements.

**BC2**
Discuss and evaluate communication technologies to meet business requirements.

**BC4**
Use software functions effectively to produce information to meet business requirements.
BUSINESS HERITAGE, CULTURE & SUSTAINABILITY

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

ECONOMICS

E1 Define the economic problem and demonstrate how the methodology of economics is centred on the modelling process.

INTRODUCTION TO 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.

MANAGEMENT

OM1 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.

PROFESSIONAL COMMUNICATION

PC4 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

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<table>
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<td>nil</td>
<td>250</td>
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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*:

<table>
<thead>
<tr>
<th>Assessment Activity</th>
<th>Weighting</th>
<th>Learning Outcomes</th>
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<td>Assignment</td>
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<td>Presentation</td>
<td>10%</td>
<td>PC4, BC4</td>
</tr>
<tr>
<td>E-Portfolio</td>
<td>20%</td>
<td>PC3, M1, M2, M5, E2, OM3, BC1, BC2</td>
</tr>
</tbody>
</table>

*Students must complete all assessment items.

LEARNING OUTCOMES:

BUSINESS COMPUTING

BC1

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

BC2

Discuss and evaluate communication technologies to meet business requirements.

BC4

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.
5.3 Project 3: Giving Back

Semester 2: 5 weeks

<table>
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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*:

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<tr>
<th>Assessment Activity</th>
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<th>Learning Outcomes</th>
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<td>Presentation</td>
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<td>BC4, A3, OM5, PC4</td>
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<td>E-Portfolio</td>
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<td>PC2, E3, OM3, BC4</td>
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*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.

CL3  Apply the basic principles of the law of contract.

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.

A2   Prepare financial statements using accrual accounting.
A3   Analyse and report on business performance.

M1   Identify and analyse marketing environmental factors that impact marketing activities.
M5   Demonstrate understanding of factors influencing buyer behaviour.

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.

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

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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*:

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<th>Assessment Activity</th>
<th>Weighting</th>
<th>Learning Outcomes</th>
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<td>Display Board</td>
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<td>BH2, BH4, BC4, CL4, CL5</td>
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<td>Supervised Assessment</td>
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<td>BH5, BH6, E4, E5, E6, E7</td>
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<td>E-Portfolio</td>
<td>10%</td>
<td>PC2, PC3, PC4</td>
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</table>

*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.
6. Create a website for the business and review the effectiveness of it.
7. Prepare and discuss a personal reflection

ASSESSMENTS*:

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<thead>
<tr>
<th>Assessment Activity</th>
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<th>Learning Outcomes</th>
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*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 -

EX CPIT WEBSITE – February 2014

6.1 Accounting Information Systems (AMIS600)

<table>
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<th>Workplace or Practical Learning hours</th>
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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.


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**

<table>
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<tr>
<th>Assessment Activity</th>
<th>Weighting</th>
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**Resources**

**Required Texts**

TBA

**Recommended Texts and Resources**

TBA
6.2 Advanced Management Accounting (AMMA700)

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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

<table>
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<tr>
<th>Assessment Activity</th>
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<th>Learning Outcomes</th>
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<tbody>
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<td>2 Test</td>
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<td>1, 7</td>
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<td>3 Examination – minimum 40% required to pass</td>
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Resources

Required Texts
TBA

Recommended Texts and Resources
TBA
6.3 **Industry Project for Professional Accounting (AMPA700)**

<table>
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*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**

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<tr>
<th>Assessment Activity</th>
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**Resources**

**Required Texts**

* TBA

**Recommended Texts and Resources**

* TBA