



University
of Otago

ŌTĀKOU WHAKAIHU WAKA



Business at Otago
Te Kura Pakihi ki Ōtākou

As the tide recedes, the oystercatcher strikes. Seize the moment!



Shaping better futures is everyone's business.

At Otago, we believe business has a big role to play in a better future.

Our Business School was one of the first in the world to adopt the United Nation's Sustainable Development goals, and we're recognised as global leaders in the impact space.

We teach the subjects that matter – working alongside industry, government and communities to make business a force for good in Aotearoa and the world.

Your future in Business starts here.

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Why Business at Otago?

He aha e whai ai te Pakihi ki Ōtākou?

Otago is the first-choice university of more than 21,000 students. Wondering why? Take a look at what our Business School has to offer and come explore for yourself.

Dynamic teaching and research

- We're ranked #1 in Aotearoa and #23 worldwide for our teaching in Tourism Management and Hospitality (2022 QS World Rankings).
- Our lecturers are regularly recognised with national academic excellence teaching awards.
- We offer opportunities for volunteering, internships and professional development during undergraduate and postgraduate study
- We're Aotearoa's leading business school for research (PBRF Quality Evaluation 2018) and many of our programmes are ranked among the best in the world – including Management, Information Science, Marketing, Tourism, Economics, Accountancy and Finance.

We also lead the way and collaborate with many local and global research centres and networks, including:

The Climate and Energy Finance Group

Centre for Artificial Intelligence and Public Policy

He Kaupapa Hononga: Otago's Climate Change Research Network

Te Maera: Māori and Indigenous Economy and Enterprise Network

Otago Energy Research Centre

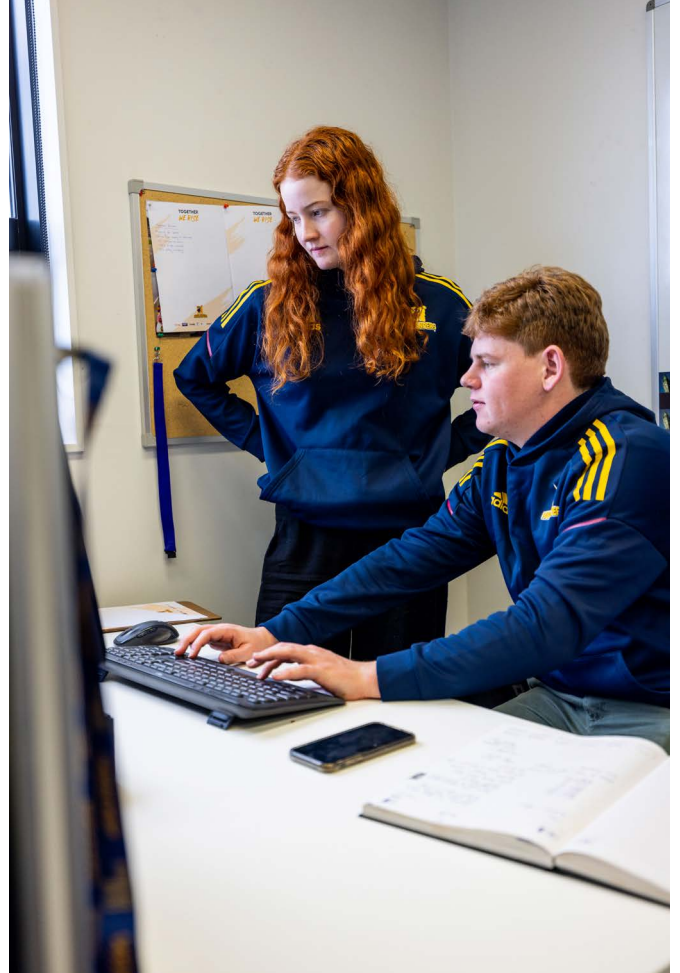
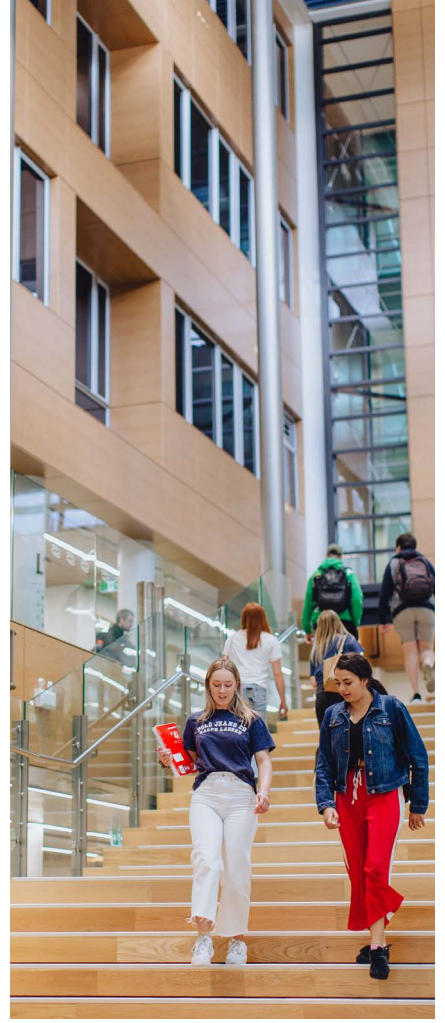
Centre for Health Systems

Graduate success

- 96% of our BCom students go directly into full-time employment or further study after graduating.
- Our Accounting and Finance graduates are in such high demand that many secure positions in the industry before they even finish their degree.
- The Otago Business School is known and respected by employers worldwide – a degree with us opens doors to a huge range of career opportunities.

One-of-a-kind opportunities

- We're the only place in New Zealand for undergraduate study in Sustainable Finance.
- You'll have access to Otago's on-site Bloomberg Markets Lab – one of the largest academic trading labs in New Zealand. You'll be using the same trading platform as world-leading investment companies, banks, corporations and government agencies to access real-time data including stocks, currencies, commodities, derivatives and news.
- We offer New Zealand's only dedicated Entrepreneurship degree. You'll have the freedom to align your paper choice with your passions or any problems you want to solve.
- Our internship programme offers you real-life experience, money and industry connections – all while you complete your Business degree.
- We're located in the wildlife capital of New Zealand, and only a few hours' drive from Queenstown, Wanaka, Aoraki / Mount Cook and the Waitaki District – so our Tourism fieldwork is a game changer.
- We're New Zealand's only university belonging to the Partnership in International Management (PIM) – a collaboration of the top business schools around the world with a single-semester exchange opportunity for undergraduate students.



Business degrees: Which one's right for you?

Ko tēhea te tohu e tika ana ki a koe?

Bachelor of Commerce (BCom)

Choose one of our Business majors for your BCom degree. You'll have the opportunity to add a minor subject or choose from a range of interest papers to expand your knowledge of the industry. Can't pick just one? You can combine two Business majors for a four-year double degree.

Accounting

Business Analytics*

Economics

Entrepreneurship*

Finance

Human Resource Management

Information Science

International Business

Management

Marketing

Philosophy, Politics and Economics (PPE)

Sustainable Business*

Sustainable Finance*

Tourism

*only available as a minor subject

otago.ac.nz/bcom

Bachelor of Arts and Commerce (BACom)

Combine two major subjects into a four-year degree – one from Arts and one from Commerce. You'll graduate with both a creative and business background, opening doors to a career in either profession – or intersecting areas such as consumer behaviour, ethics, international relations, leadership and communications.

otago.ac.nz/combine

Bachelor of Commerce and Science (BComSc)

Combine two major subjects into a four-year degree – one from Science and one from Commerce. You'll graduate with technical expertise, transferable skills and the ability to solve problems – setting you up for a dynamic career in areas such as nature, nutrition, animal studies and maths.

otago.ac.nz/combine

Bachelor of Entrepreneurship (BEntr)

The BEntr offers a unique level of freedom and self-directed learning. Combine any major and minor subjects from across the University. Alternatively, you can study this degree without a major, instead making up your points from the core papers and others of personal interest. You'll graduate equipped with the critical thinking and innovative skills needed to create new products, services, ideas and novel solutions to tackle pressing global challenges.

otago.ac.nz/bentr

Specialty minors

A minor specialises in a certain programme, but to a lesser degree than your major. A minor is not required, but it's a great way to gain recognition for studying an extra subject alongside your major – it also looks great on your CV and can be a strong point of difference when starting out in your career.

A minor generally requires a minimum of 90 points in the subject with at least 18 points at 300-level. Don't worry if you haven't chosen a minor during enrolment – Otago degrees are super flexible so you can easily add a minor if you discover a new interest in your first year.

Otago offers the below subjects as specialist minors for your BCom. These subjects can be studied in more depth at the postgraduate level if the minor papers pique your interest.

Business Analytics

Entrepreneurship

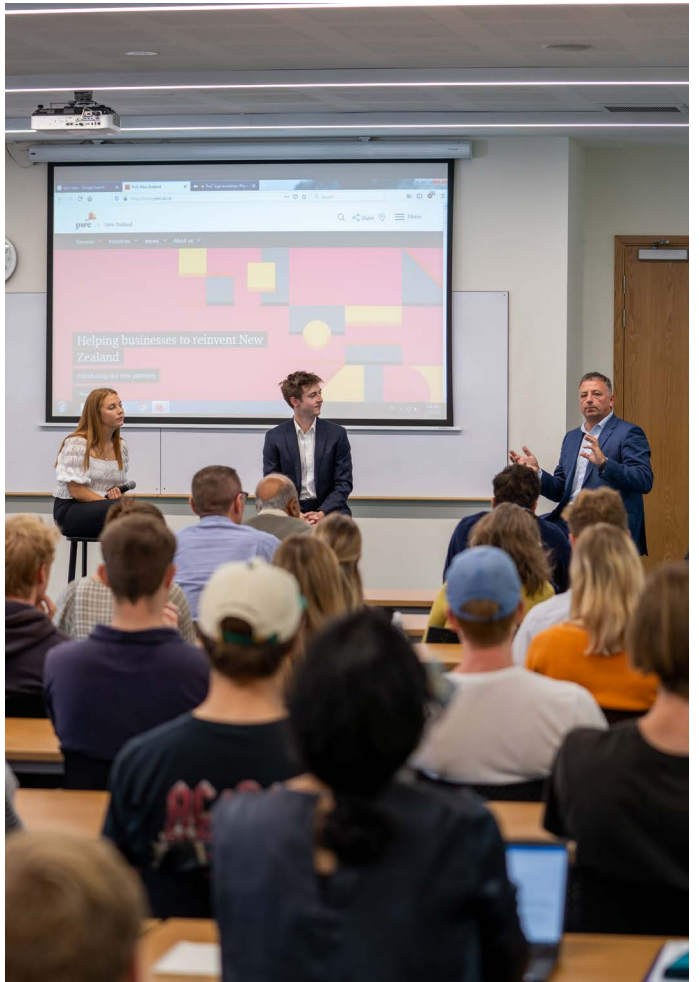
Sustainable Business

Sustainable Finance

Choosing a major

There are no subjects at secondary school that you must take to study Business at Otago, although English-rich subjects and statistics are recommended.

Check out our subject guide on page 10 – we've identified some key personal attributes for our BCom majors that might help you decide which one suits your personality and academic strengths.







How does a Bachelor of Commerce work? He aha ngā whāinga o Te Tohu Paetahi Pahawa?

The BCom degree:

- Three years' full-time study.
- Made up of at least 360 points.
- Includes five core introductory Business papers.
- Must include a Business subject major.
- Mostly single semester, 18-point papers.

The 360-point single major BCom must include at least 180 points at 200-level or above, and at least 72 points must be at 300-level and in your major subject. All five BCom core BSNS papers must also be completed: BSNS 111 Business and Society, BSNS 112 Interpreting Business Data, BSNS 113 Economic Principles and Policy, BSNS 114 Financial Decision Making and BSNS 115 Accounting and Information Systems.

YEAR 1	Major 100-level 18 points	BCom core 100-level 18 points	BCom core 100-level 18 points	BCom core 100-level 18 points	BCom core 100-level 18 points	BCom core 100-level 18 points	Commerce or other 100-level 18 points
YEAR 2	Major 200-level 18 points	Major 200-level 18 points	Major 200-level 18 points	Commerce Any 200- or 300-level 18 points	Commerce or other Any 200- or 300-level 18 points	Commerce or other Any level 18 points	Commerce or other Any level 18 points
YEAR 3	Major 300-level 18 points	Major 300-level 18 points	Major 300-level 18 points	Major 300-level 18 points	Commerce Any 200- or 300-level 18 points	Commerce or other Any level 18 points	

	BCom major subject		BCom core (BSNS) paper		Other Commerce paper		Papers from Commerce or another degree
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This leaves room for a wide range of additional study. You may decide to add a second major or a minor (a minor is usually 90 points with at least 18 points at 300-level). Alternatively, you could make up points with a variety of interest or supporting papers. A maximum of 90 points can be non-Commerce papers. If you are a Merit or Excellence student, you should consider taking eight papers in your first year. This sets you up better to complete a combined degree or double degree. It is always recommended that you talk to a course adviser.

How does a Bachelor of Entrepreneurship work? He aha ngā whāinga o te tohu paetahi?

The BEntr degree:

- Three years' full-time study.
- Made up of at least 360 points.
- Includes six core Entrepreneurial papers.
- Requires completion of at least two BEntr elective papers.
- Mostly single semester, 18-point papers.
- Can include a major subject from any division at the University or none at all.

The 360-point BEntr must include at least 180 points at 200-level or above, and at least 72 points must be at 300-level. All six core ENTR papers must also be completed: ENTR 101 Starting a Venture, ENTR 102 Applied Entrepreneurial Practice, ENTR 201 Foundations of Entrepreneurship, ENTR 202 Applied Entrepreneurial Foundations, ENTR 301 Advanced Topics in Entrepreneurship and ENTR 302 Entrepreneurial Capital. You must also complete at least two of the following elective papers: MANT 301 Managing Innovation and Growth, MANT 340 Indigenous Management and Organisation, MART 306 Market-led Innovation, MART 308 Integrated Digital Marketing, MART 333 Creative Marketing Communication, ECON 318 Behavioural Economics, AGRI 321 Agriculture Production and Food Security and ENVI 311 Understanding Environmental Issues.

YEAR 1	ENTR 101	ENTR 102	Commerce or other Any level 18 points	Commerce or other Any level 18 points	Commerce or other Any level 18 points	Commerce or other Any level 18 points	Commerce or other 100-level 18 points
YEAR 2	ENTR 201	ENTR 202	Commerce or other Any level 18 points	Commerce or other Any level 18 points	Commerce or other Any level 18 points	Commerce or other Any level 18 points	Commerce or other Any level 18 points
YEAR 3	ENTR 301	ENTR 302	300-level elective	300-level elective	Commerce or other Any level 18 points	Commerce or other Any level 18 points	

BEntr core papers (ENTR)
 BEntr elective papers
 Papers from Commerce or another degree

This offers a unique level of freedom in choosing what to study – you can align your paper choice with your passions or any problems you want to solve. If you feel that your entrepreneurial capacity can be developed in other ways, you may complete alternative applied fieldwork subject to approval by the Director of the Bachelor of Entrepreneurship.

Course advice

Not sure what to study, or discovered a new interest? It can be hard choosing the best subjects or qualification that will help you achieve your goals.

If you're still at secondary school, a University of Otago Schools' Liaison Officer will visit in Year 13 – usually twice a year – to help you start planning your first year of study.

otago.ac.nz/liaison

Once you're on campus, student development advisers are here to help. They're available on a drop-in basis and by appointment near the AskOtago hub in the Central Library. Course advice is available as many times as you need during your time at Otago.

otago.ac.nz/courseadvice

What you need to do

Figure out what subjects interest you

The *Undergraduate Prospectus*, *Guide to Enrolment* and our website can show you what subjects Otago has to offer. You could choose subjects you've taken at school and are good at, pursue an interest or hobby, base your subjects around a career goal, or you might find something new that grabs your interest.

Choose papers you think you'll enjoy

Papers are like topics within each subject. Every degree has core papers that you must pass at each level. Outside of these core papers, you have the freedom to choose papers you're interested in from a range of subject areas. For the Bachelor of Commerce, you will need to enrol in either three or four 100-level papers in semester one.

If you're feeling confident, choose four; if you want time to find your feet at uni, choose three. Try to avoid any timetable clashes when picking your papers – our course advisers can help with this.

Pick your major subject(s)

Your major is the subject you choose to specialise in (e.g. BCom in Marketing). Your major usually takes up nine papers of your 20-paper degree. The *Guide to Enrolment* can show you the core (required) papers for a specific major. It's also possible to complete a double degree (two majors) over four years. If you're going to study the BEntr, a major subject is not required.

Consider a minor subject

You can start thinking about a minor – but don't worry too much about this when you're starting out. A minor specialises in a certain subject, but not in as much depth as your major. You don't have to take a minor at all, or you could choose a subject more commonly taken for a different degree – for example, a BCom majoring in Marketing and minoring in Food Science.

otago.ac.nz/courses/subjects

Remember, Otago degrees are very flexible.

You can always change your major, your minor or even your whole degree if you decide it isn't right for you.

Scholarships

Ngā karahipi

The University of Otago offers a variety of Business-specific scholarships, as well as many others that recognise academic excellence, leadership qualities, ethnicity, financial hardship, disability, and excellence in sporting or cultural pursuits.

New entrance scholarships

The University of Otago Richard and Diana Somerville Commerce Entrance Scholarships

Established in 2022 from a generous gifting of funds from Richard and Diana Somerville, this \$10,000 scholarship supports students who face significant financial and life challenges to pursue a degree in Commerce at Otago.

Undergraduate scholarships

KPMG Fulfilling New Zealand's Prosperity Scholarships

Two scholarships from KPMG are available to Accountancy and Finance students. These scholarships are awarded annually on the recommendation of the School's Pro-Vice-Chancellor, and after consultation with academic staff. The value of the scholarships will normally be \$1,000. Separate to the monetary award, KPMG will also fast track an interview or assessment day for each prize recipient.

Deutsche Bank Financial Markets and Investment Banking Scholarship

Up to two scholarships are awarded annually to full-time students in their second-to-last year of either a bachelor's degree with honours or combined honours in the following areas:

- Economics, Finance or Accounting
- Economics and Statistics
- Double degree in Law and Commerce, where the Commerce major subject is Economics, Finance, or Accounting; or Economics and Statistics.

The scholarship is \$2,500 per year for two years.

Chartered Financial Analyst® (CFA) Institute's Scholarship Programme

The CFA Program is a globally recognised standard for measuring the competence and integrity of financial analysts. Its curriculum develops and reinforces a fundamental knowledge of investment principles. Three levels of examination measure a candidate's ability to apply these principles at a professional level. Up to five scholarships are available for University of Otago students to become new CFA candidates at Level 1, with students paying a substantially reduced cost. This covers the registration for the CFA Programme and enrolment for the Level 1 exam.

Student exchange scholarships

Westpac Travelling Scholarships

Awarded to students studying for degrees and diplomas within the Otago Business School who:

- have been accepted to the University's exchange programme in a school on the current Approved Exchange Partners list
- show a capacity for leadership and responsibility in business, community or educational affairs.

The award is usually up to \$3,000.

Subject guide

Ko ngā kaupapa ako e āhei ana

Explore consumer trends and behaviour, operations and supply chain management, responsible business, social impact, circular economies, analytics for better decision making, accounting information systems and so much more with a Business degree from Otago.

This section explores the subjects you can choose for your Business qualification – including personal attributes that align with each subject and potential career opportunities. You can combine most majors and degrees, or add a minor to create a path that works for you.

otago.ac.nz/business



Accounting BCom major

Accounting is the financial language of the business world. From start-ups and non-profit organisations to global supply companies, the ability to interpret and inform financial decision-making will enable you to succeed in any business or professional sector.

You'll gain expertise in the two key branches of accounting – financial and management accounting – learning how to produce business accounts and analyse financial information. Increasingly, accountants provide advice on sustainable business practices, and you'll gain skills in the production of social, environmental and governance reports.

Career opportunities

Studying Accounting is ideal preparation for a career as an auditor, tax adviser, financial manager, investment adviser, financial consultant, valuation expert, company director, or controller of financial information systems. New Zealand's leading accounting firms express a strong preference for Otago-trained graduates and recruitment fairs are held in March each year.

What will I study?

In your first year, you'll learn the basic concepts, principles and techniques of accounting. You'll learn how to produce financial statements and how accounting systems meet the information requirements of organisations – plans, forecasts, results. Beyond first year, you'll develop these skills and learn more about the role of accounting in different contexts.

The first year is lecture- and tutorial-based. In subsequent years, most teaching takes place in seminar groups. You'll also carry out case studies and practical work, and take part in group sessions where you'll organise your own projects and develop your communication skills.

Professional opportunities

Graduates have the option to become professionally qualified. If you wish to work in New Zealand as a public practitioner or auditor, the Chartered Accountants of Australia and New Zealand (CAANZ), or Certified Practising Accountants (CPA Australia) are the pathways to take. The Department of Accountancy and Finance has connections with the following professional associations:

Association of Chartered Certified Accountants (ACCA)

accaglobal.com

Chartered Accountants Australia and New Zealand (CAANZ)

charteredaccountantsanz.com

Chartered Institute of Management Accountants (CIMA)

cimaglobal.com

CPA (Australia)

cpaaustralia.com.au

Accounting students wishing to join these professional bodies are also required to complete the following four papers: BLAW 211 and BLAW 212 Business Law, ACTP 312 Taxation and ACTP 311 Assurance/Auditing. These papers can be included within your degree.

Personal attributes

- Able to keep information confidential
- Honest, with an eye for detail
- Methodical, logical and able to make sound judgements
- Good mathematical and numeracy skills
- Works well under pressure to meet deadlines
- Strong analytical and problem-solving skills
- Excellent communication and people skills
- Enjoys being part of a team

Contact

accountancyfinance@otago.ac.nz

otago.ac.nz/accountancyfinance

03 479 8060



Bayley Skerrett

Bachelor of Commerce

Management Accountant at Ngāi Tahu Holdings

"I like processes and systems, but more importantly I love the satisfaction I get when a problem is solved. Having the ability to understand financial statements is a valuable asset to any industry you wish to pursue. If you are able to combine this ability with another skill set, such as operations or IT, then the world is your oyster.

"Otago helped shape the person I am today and exposed me to a range of interesting opportunities and career paths."



Rachel Malden

Bachelor of Commerce

Investment Analyst, Pencarro

“I loved the wide range of Economics papers available. There are so many options, which many of my friends were surprised were Economics papers. My absolute favourite was behavioural economics, and I also enjoyed the economics of health and education. Otago degrees are definitely well recognised by employers. I know I’ve got a lot more to learn on the job, but I think my degree has given me a good base knowledge and taught me a lot about work ethic and time management.”

Economics BCom major

Economics is about making choices when resources are limited. You’ll learn how to apply data, statistics and theory to make smarter economic decisions and positively impact society in a range of careers.

Economic thinking drives decision-making in just about every area of society, from government and business policy to personal decisions. This programme will equip you with the skills to interpret, analyse and question diverse economic theories and policies in a real-life context.

Do you enjoy wrestling with tough questions? Get ready to debate complex issues around unemployment, economic growth, housing, income inequality, international trade, sustainable development and the environment. You’ll learn how to analyse ideas and come to your own conclusions – valuable skills for just about any career.

Career opportunities

A degree in Economics opens doors to a range of rewarding careers in the public or private sector, whether you aspire to work as a policy analyst, a business consultant, an economics researcher, a financial adviser or a diplomat. Our programme equips you with the skills to excel in any field.

What will I study?

Economics can be studied as:

- the major for a Bachelor of Arts (BA), Bachelor of Commerce (BCom) or Bachelor of Science (BSc) degree
- one of the majors for a BACom, BComSc or BASc combined degree
- part of the multidisciplinary major in Philosophy, Politics and Economics (PPE) for the BA or BCom

Personal attributes

- Interested in human behaviour
- Good research and problem-solving skills
- Demonstrates decision-making ability
- Excellent communication and people skills
- Good mathematical and numeracy skills
- Thinks logically, laterally and is creative
- Interested in people and society
- Highly developed analytical skills

Contact

economics@otago.ac.nz

otago.ac.nz/economics

03 479 8725

Finance BCom major

Finance deals with money, markets and valuation. You'll focus on corporate finance, investments, derivatives and international finance.

Since Finance provides a framework for weighing risks and rewards, you'll develop essential problem-solving skills, learning how to systematically analyse information, and make and test predictions. You'll also look at how intuition and experience play a role in financial decision-making.

You'll learn how to communicate complex financial information in a clear and concise manner and gain skills in monitoring and analysing real-time financial data with industry-standard Bloomberg terminals.

Career opportunities

Graduates work in investment and retail banks, brokerage houses, private sector organisations, government departments such as the Treasury and the Reserve Bank, chartered accounting firms, professional organisations, research units, investment consultancies and international agencies. Because a Finance degree is relevant to economic structures worldwide, there are many job opportunities overseas and Otago graduates compete well in international markets.

What will I study?

You'll learn about components of the financial system and about the institutions and financial instruments that facilitate the transfer of funds between individuals, businesses and organisations. The programme covers practical aspects such as the concepts of value creation, required rates of return, financial mathematics, capital budgeting, capital structure and dividend policies. You'll also learn about fixed income securities, options and futures, shares and simple techniques for hedging risk, portfolio diversification and portfolio evaluation.

Personal attributes

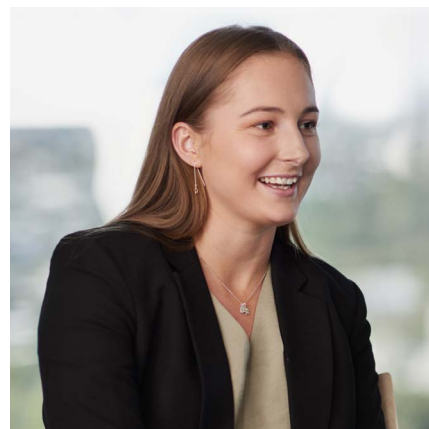
- Calculated risk taker
- Good research and problem-solving skills
- Demonstrates decision-making abilities
- Good mathematical and numeracy skills (statistics and calculus)
- Accurate and patient
- Able to make good judgements and adapt quickly to change
- Works well under pressure to meet deadlines
- Excellent communication and people skills

Contact

accountancyfinance@otago.ac.nz

otago.ac.nz/accountancyfinance

03 479 8060



Georgia Freeman

Bachelor of Commerce

**Investment Banking Analyst,
Jarden**

"Finance is an extremely attractive major and provides you with multiple job opportunities following your degree. The Finance lecturers at Otago are absolutely fantastic, and although you might be sitting in 100-level Finance thinking this is the hardest thing in the world, trust me, it does get easier and really interesting!

"I found that many employers were attracted to Otago Finance students as they thought the degree prepared them well for a graduate position. I found when applying for internships and jobs that Otago students were extremely well-represented both in the workplace and in the interview process."



Helena Rikiti

Bachelor of Commerce

Graduate Intern, Forsyth Barr

“Sustainable finance is an emerging concern throughout the economy and in universities. One of my undergraduate papers was FINC 399: Sustainable Investing. We explored the difference between sustainable and traditional investments and how these might compare in the market. The content was quantitative, using world-recognised methodologies. We also heard from successful business people about their experiences with sustainable finance, both internally and externally to their companies. The underlying trend is that environmental, social, and governance (ESG) focused investments perform equally, if not better than traditional investments in the market.”

Sustainable Finance BCom minor

Gain the sought-after skills and knowledge needed to help organisations strike a balance between financial success and positive social and environmental impact. Develop expertise in responsible investment, sustainability reporting and climate risk.

The traditional investment approach focused solely on financial gain is shifting – investors are increasingly aware of the need to incorporate environmental, social and governance factors into their decision-making. By studying the minor in Sustainable Finance, you’ll learn how to align financial goals with societal and environmental wellbeing.

Through lectures, labs and tutorials, you’ll learn how to secure funding, manage investments sustainably, support corporate sustainability strategies and climate reporting, and assess climate risks.

Career opportunities

Sustainability’s role in business and the financial sector is increasing fast and many organisations have created sustainability-focused roles or teams. Graduates will be well positioned to work as sustainable finance advisers, investment managers, consultants, analysts, planners and managers across a range of sectors, including financial services, energy, agriculture and government.

What will I study?

You’ll have opportunities to monitor and analyse real-time financial data in our Bloomberg Markets Lab – one of the largest academic trading labs in New Zealand. Access the same trading platform as world-leading investment companies, banks corporations and government agencies, and gain key skills in data analysis and digital literacy.

Contact

accountancyfinance@otago.ac.nz

otago.ac.nz/accountancyfinance

03 479 8060

Human Resource Management BCom major

Equip yourself with the skills and capabilities to motivate employees to excel, and set yourself up for a diverse career in Human Resource Management (HRM).

People are an organisation's most valuable and often costly resource. This programme will teach you the underlying principles of managing people in organisations, from ensuring the right talent is in the right place at the right time, to dealing with poor performance and conflict.

Career opportunities

You'll graduate with the skill set to apply for HRM roles in a variety of organisations or enter a graduate recruitment scheme. You could specialise in areas such as employment relations, talent management, learning and development, or recruiting.

What will I study?

Through lectures and opportunities to gain work-related competencies, you'll explore how HRM practice can support and influence the strategic direction of an organisation and build on your interpersonal, communication and persuasion skills.

Personal attributes

- Interested in working with people
- Approachable, helpful and reliable
- Detail-oriented
- Excellent communication skills
- Concerned about organisational and employee wellbeing
- Interested in managing talent in organisations
- Balancing multiple stakeholders' objectives
- Strategic management of people

Contact

management@otago.ac.nz

otago.ac.nz/hrm

03 479 8129



Sophie Dempster

Bachelor of Commerce

Senior People and Culture Advisor, Anderson Lloyd

"I started my journey studying Management and Marketing. As I got to know the staff, and talk to them about my passions, they brought to my attention the idea of Human Resource Management as a major.

"The reputation of Otago, and especially the Business School, helps employers gain an understanding of the graduate that they will be employing. Employers know that the Business School has high standards, and anyone who has completed an Otago Business degree can be trusted to have not just theoretical but also practical knowledge."



Sam O'Connell

**Bachelor of Commerce and
Bachelor of Science**

**Application Support Developer,
Intergen**

“My time at Otago prepared me perfectly for working in the ICT sector. I gained relevant IT skills through my Information Science and Computer Science studies, and my BCom papers gave me valuable business insight. The personal mentoring I received was the icing on the cake!

“Even before graduating, I secured a role with Intergen's fast-paced Application Support Team. I now help support and enhance existing IT systems, as well as develop new business solutions. I use skills gained at Otago on a daily basis, from the technical coding skills, to being able to engage in meaningful conversations with clients regarding their business needs.”

Information Science BCom major

Set yourself up for an exciting career in today's technology-driven business environment. Gain practical experience working on real-world business challenges.

In our increasingly online world, vast amounts of data are created every day. Information scientists combine business thinking with technical skills to capture, process and communicate this information, helping people and organisations operate more efficiently.

Career opportunities

Information Science graduates are in high demand because of the vital role that information systems play in modern organisations. You could find work in business management and analytics, science and data science, education, research, finance, health, manufacturing and automation, media production and user experience technology, artificial intelligence management, music and entertainment, and engineering.

What will I study?

Through a combination of lectures, tutorials and practical labs, you'll learn how to model and interpret data to help organisations achieve their goals. You'll gain practical programming skills in industry-standard languages and hone your problem-solving skills.

In your third year, you'll work on a team project with an industry partner, giving you the opportunity to apply your studies to real-life problems.

Personal attributes

- Interested in changing the world with technology
- Project oriented
- Interested in computer programming
- Creative and inventive
- Likes gadgets and new challenges
- Has good research and problem-solving skills
- Practical thinker
- Excellent communication and people skills

Contact

infoscience@otago.ac.nz

otago.ac.nz/informationscience

03 479 8142

International Business BCom major

The world has never been more connected. Thanks to technology, we can now conduct business from wherever we are in the world – not just from our home offices. International Business explores strategies for doing business in this global environment. You'll learn how to deal with different cultures, languages, laws, institutions, companies and communities, opening up a world of opportunities.

You'll graduate with the skills to assess and solve business issues at the global level across sectors and industries – from financial markets to management, and trade to marketing. And because you'll learn a language as part of the degree, your options open up even further – French is spoken in 47 countries, and Spanish is the first language for more than 300 million people ... not to mention Japanese and Chinese!

Career opportunities

Our graduates are well equipped to work across different industries and business sectors, both in New Zealand and overseas. You could pursue a career in foreign economic relations, international trade and investment, international marketing and business strategy, or international management consulting. As well as government departments such as Foreign Affairs and Trade, tourism and hospitality agencies, multinational companies, and financial institutions.

What you need to study

International Business is a major of the Bachelor of Commerce (BCom). Within the degree, you will study a range of business papers covering the fundamentals of accounting, business statistics, economics, finance, information and communication technology, management and marketing.

In addition, you'll study six papers related to language and culture. You can choose one language from Chinese, French, German, Japanese and Spanish. Combined, the business and language papers will teach you the principles of international business and how to work in the international arena.

Personal attributes

- Interested in other cultures and knowledge of global events
- An aptitude for cultural competency
- Interested in foreign affairs and trade
- Willingness to explore languages and engage with others
- Excellent communication and people skills
- Engaging with diverse practices

Contact

international-business@otago.ac.nz
otago.ac.nz/internationalbusiness
03 479 7371



Buratat Sakultanapanich

Bachelor of Commerce

Global Corporate Banker – Local Corporations, JPMorgan Chase & Co.

"I expected only one thing as an international student at Otago, and that was to receive a world-class education – being taught by top-notch professors and learning on a state-of-the-art campus.

"My International Business degree has given me the ability to evaluate financial, managerial, economic, organisational and marketing issues in a global context. It allowed me to work with peers and professors from various majors and departments, which subtly enhanced my soft skills and agility."



Ambro Lynch

Bachelor of Commerce

Senior Biosecurity Inspector, 14

“My subject combination was formed through an interest in business strategy and innovation. I felt that a Management major would give me a fundamental understanding of core management practices, and an Entrepreneurship minor would complement it by offering unique insights into business development. This pairing gave me an understanding of business operations from a management perspective. In my career to date this has been helpful in quickly identifying and contributing to businesses’ needs and seeing the full picture, which has provided opportunities for interesting and unique roles.”

Management BCom major

Explore how people and organisations are managed in a highly competitive global business environment. Develop your business knowledge in a dynamic learning and research setting inspired by staff with a wide range of professional backgrounds and experience.

If you want to learn how to effectively conduct business in a national context and learn about the global business system that underpins it, then Management at Otago should be your number one choice.

Great leaders and entrepreneurs all share one thing: exceptional management skills enriched by a diverse understanding of the world.

Career opportunities

Whether you dream of launching a start-up that changes the game, leading projects that champion sustainability, or driving innovation in technology, arts, or healthcare, Otago’s Management programme is your place to go. Gain essential skills and practical experience that will empower you to thrive and secure a competitive edge across a wide range of careers.

What will I study?

In this programme, you’ll explore core management principles including leadership, effective communication, employment relations, human resource management, organisational dynamics, entrepreneurship, international management, as well as strategy and innovation. Our programme is tailored to cultivate the next generation of leaders ready to face real-world challenges.

Personal attributes

- Able to motivate and inspire others
- Works effectively with teams
- Strong research and problem-solving skills
- Diplomatic and persuasive
- Able to analyse, synthesise and interpret data
- Able to think strategically
- Excellent communication and people skills
- Able to make sound judgements, and adapt quickly to change

Contact

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otago.ac.nz/management

03 479 8129

Marketing BCom major

Marketing influences many areas of our lives – what we watch, what we eat, what we listen to, what we wear, who we vote for and the university we choose to study at. Understanding how marketing works, why it works in the way that it does, how it could be done differently and how people respond to it, is the basis of our programme.

You'll develop an understanding of, and core skills in, major areas of marketing, including market research and analysis, marketing strategy, new product development, integrated marketing and the promotion of products, brands, and services. You'll do all this while considering ethical, social, cultural, and environmental perspectives and the ways in which consumer behaviour and business practice can contribute to positive change – business for good.

Alongside lectures and smaller group tutorials, you'll learn through case studies, presentations, group work and from regular guest speakers. You'll also get the opportunity to work with businesses on real-life marketing problems.

Studying Marketing at Otago will help you develop analytical, organisational, critical, and managerial skills that are also directly relevant to many other careers.

Career opportunities

A career in marketing could include sales management, public relations, brand management, designing new products, planning advertising and behaviour change campaigns, export and international marketing, or analysing market trends. Some of our graduates join training programmes with well-known companies. Others work for smaller businesses, not-for-profits, and sports and cultural organisations.

What will I study?

First year: You'll cover general principles of marketing, including the marketing management process, the four "P's", consumer behaviour and the research processes used to generate information to make marketing decisions.

Second year: You'll develop a more specialised understanding of topics such as market analysis, consumer behaviour, integrated marketing, product and brand management, and specialisations such as sports marketing.

Third year: You'll gain deeper insights into more specialised topics such as digital marketing, persuasive storytelling and practical skills for producing creative marketing content, as well as international marketing, strategy, innovative marketing, and ethics and societal issues in marketing.

Personal attributes

- Good problem-solving skills
- Creative thinker
- Enquiring and analytical
- Likes to know why things are as they are
- Interested in people, behaviour and how things work in different cultures
- Able to analyse, interpret and understand a range of information and data
- Good research and evaluation skills
- Effective planning and time management
- Excellent communication and people skills

Contact

marketing@otago.ac.nz

otago.ac.nz/marketing

03 479 7697



Moriah Osborne

**Bachelor of Commerce and
Bachelor of Music**

**Graduate Policy Advisor at
Ministry of Business, Innovation
and Employment**

"Business had always interested me, and a Bachelor of Commerce in Marketing seemed like a good fit due to its combination of analytical skills, 'big picture' strategy and creativity.

"The Marketing department has been fantastic. Many opportunities have naturally evolved through discussions with staff due to their willingness to help students and their business connections."



Sam Clarke

Bachelor of Commerce

“I knew studying a Bachelor of Commerce from the University of Otago would increase my probability of employment once graduated. Aside from the academic benefits Otago has to offer, I was also drawn to the city by the student cultural and experiences Dunedin has on offer.

“Sustainable business is becoming more of a necessity than an option due to the current social, ethical and environmental issues we are experiencing globally. It is important that all businesses operate sustainably to decrease the amount of harm caused to our ecosystem from the production of goods and services.”

Sustainable Business BCom minor

As our planet faces growing environmental, social and economic challenges, sustainability as a business priority is crucial in most organisations’ success and there is a huge demand for graduates with specialised knowledge in the field.

With the minor in Sustainable Business, you’ll develop a deep understanding of the social, ethical and environmental implications of managing a business and gain the skills to offer sustainable operations and strategy recommendations.

Career opportunities

Most large organisations in New Zealand now have a sustainability focused role or team. Graduates could find work as sustainability advisers, consultants, analysts, planners, and managers in a variety of industries, including energy, farming, education, health and government.

What will I study?

You’ll learn how to maximise an organisation’s benefit to society while minimising the impact on our natural environment and make a real difference to the world with your knowledge of sustainable operations and strategy.

Our core teaching and coursework is delivered by active researchers with a special interest in managing sustainable enterprises, which means everything you’ll learn is guided by emerging research in the field and real-world issues. And with the option to choose at least two papers from departments across the University, you can shape your degree to suit your interests and career aspirations.

Contact

minor.susbus@otago.ac.nz
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03 479 8129

Philosophy, Politics and Economics (PPE) BCom major

Picture yourself dissecting the profound questions of existence in philosophy, unravelling the intricacies of political systems and decoding the mysteries of economic forces. This interdisciplinary programme isn't just an academic journey; it's a toolkit for understanding the world's complexities.

Gain critical thinking superpowers, develop analytical finesse and emerge as a well-rounded thinker ready to tackle real-world challenges. With PPE, you're not just earning a degree; you're investing in a versatile skill set that opens doors to diverse career paths and positions you at the forefront of global issues. Join us and help shape a world in which your ideas matter.

Career opportunities

Career opportunities exist in a broad range of businesses, government departments and NGOs, both in New Zealand and in the wider world. Graduates of the programme include senior advisers in several ministries, diplomats, business consultants, journalists, lawyers, think-tank members, entrepreneurs and CEOs.

What will I study?

You'll combine the analytical reasoning of philosophy, the social insight of political studies, and the analytical rigor of economics. By studying PPE, you'll complete a challenging course of study in logic, ethics, collective action, human behaviour, political theory, economics and the history of ideas.

Personal attributes

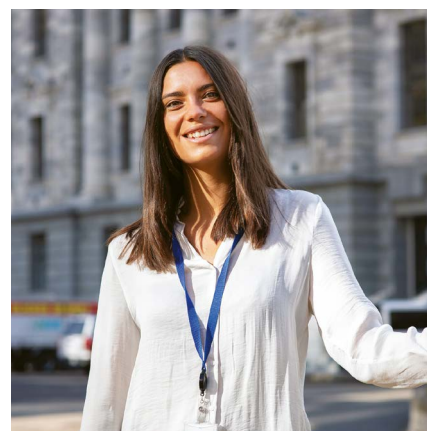
- Interested in solving the world's problems
- Oriented towards public service
- Excellent communication and people skills
- Curious about ethics, politics and society
- Good mathematical and numeracy skills
- Interested in human behaviour
- Highly developed analytical skills
- Excellent planning and time-management

Contact

ppe@otago.ac.nz

otago.ac.nz/ppe

03 479 8727



Danielle Lucas

Ngāi Te Rangi, Ngāti Ranginui

Bachelor of Arts (PPE) and
Bachelor of Laws

Analytics Lead at Nicholson
Consulting

"I really enjoy variety and it was cool to dip in and out of a number of different topics and then see where they overlapped – you'd learn something in Economics and then go to a Politics lecture and see how that information is applied in a different discipline. Seeing things from different perspectives certainly has a lot of real-world relevance for me in my current role. My work covers a broad range of issues, and it is interesting to see how advice I've contributed to is used to make policy and funding decisions."



Merekara Warrington

Bachelor of Commerce and Bachelor of Arts

Administrative Professional, NEO International Partners

“The completion of a Bachelor of Commerce, majoring in Tourism, and a Bachelor of Arts, majoring in Māori Studies, inspired me to pursue employment in a space where I could blend my knowledge of Māori culture with the potential benefits that tourism could offer. I was also very interested in utilising my learning within my tribe.

“These two degrees showed my current employers that I was motivated, passionate and disciplined to commit to four years of studying.”

Tourism BCom major

Tourism is a critical element of the New Zealand economy. It's about unlocking the potential of places, managing natural and built resources, understanding heritage and cultural issues, developing events, and co-creating experiences that leave a lasting impression on locals and visitors alike.

Develop the entrepreneurial, creative and strategic skills the tourism and hospitality industry needs, and set yourself up for an exciting and diverse career. Learn how to drive change and innovation while focusing on sustainable practices and mutual benefit for local communities.

Career opportunities

Opportunities in the tourism sector exist all over the world. Areas you could work in include adventure tourism, customer relations, events and conference co-ordination, hotel management, regional and government tourism organisations, and sales and marketing.

What will I study?

Through hands-on and collaborative learning, you'll learn how to manage tourism – at the business, destination or government level – for sustained success. You'll study planning, management and marketing, and gain solid skills in business alongside knowledge of the societal and environmental implications of tourism. You'll graduate with strong business acumen and the ability to come up with innovative ideas, opening up a world of employment opportunities.

Personal attributes

- Excellent communication skills
- Well organised
- Looks and plans for opportunities
- Great networker and relationship builder
- Able to grasp new technologies
- Open-minded
- Detail-oriented
- Committed to customer service
- Friendly, enthusiastic, welcoming personality with people of all cultures and backgrounds
- Adaptable and resourceful
- Good leadership skills

Contact

tourism@otago.ac.nz

otago.ac.nz/tourism

03 479 8520

Entrepreneurship

BEntr and BCom minor

Enhance your degree with the skills required to turn a business idea into reality. The minor in Entrepreneurship is a valuable pairing for any degree programme, equipping you with the knowledge and expertise to make a difference in any organisation or business.

The ability to critically evaluate and communicate new ideas is a sought-after skill set in every sector of the economy. From start-ups to existing businesses, non-profits, environmental enterprises, and iwi and Pacific communities, entrepreneurial skills and innovative thinking are in high demand.

Career opportunities

Career opportunities include starting a business, venture capital and start-up investing, recruitment management, business consulting, project management, retail management and event organising.

What will I study?

By studying the minor in Entrepreneurship, you'll learn how to recognise opportunities, write a business plan and turn ideas into action. Through teamwork and interaction with skilled lecturers and start-up founders, you'll develop a wide array of professional skills that will enhance your employability, such as communication, leadership, problem-solving, analysis, and decision-making.

You'll have access to entrepreneurial training programmes as well as the Otago Network for Entrepreneurship, Dunedin's thriving start-up ecosystem that offers supportive networks, business incubators and co-working spaces.

Personal attributes

- An ambitious and proactive self-starter
- Good at recognising opportunities to create value, profit and wellbeing
- Thrives on flexibility, openness and independence
- Able to experiment, learn from mistakes, pivot and adapt
- Excellent at motivating and inspiring others to reach long-term objectives
- A strong negotiator and persuasive communicator
- Capable of making difficult decisions
- Strategic thinker who sees the bigger picture
- Tūwhitia te hopo, mairangatia te angitū: Feel the fear and do it anyway

Contact

management@otago.ac.nz

otago.ac.nz/management

03 479 8125



Connor Laycock

Studying for a Bachelor of Entrepreneurship

“The BEntr was recommended to me because of its flexibility and customisability. My degree is packed with practical entrepreneurial skills like start-up financing, managing people and organisations, and social responsibility. I hoped the BEntr would offer a more practical and real-world approach to business compared to a textbook-based programme, and so far, it has successfully met this expectation.

“Alongside my BEntr, I am minoring in both Marketing and Management. The overall combination of these disciplines will leave me with a sturdy and multifaceted skill set and knowledge base to pursue a career founding and growing my own ventures, and sustainably contributing to the business world.”

Postgraduate business programmes

Hōtaka Pakihi Tāura

Learn from world leaders in their fields with postgraduate study at the Otago Business School. You'll graduate with a highly regarded qualification – one that's internationally acknowledged as being of the highest quality.

No degree? No worries.

Most of our postgraduate business courses are open to students with any undergraduate degree – or no degree at all, but with relevant work experience.

Distance learning with Otago Business Live

Study when it suits you – anytime, anywhere. All you need is internet access and you're good to go.

otago.ac.nz/business/distance

Which course suits you and your academic background?

Undergraduate specific degree	Any degree	Alternative experience, no degree	Distance/block courses	On campus
MBusDataSc	PGCertDigHeal	PGCertDigHeal	PGCertDigHeal	MBA
MCom*	PGDipDigHeal	PGDipDigHeal	PGDipDigHeal	MBusDataSc
MEcon	MBA	MBA	MBA	MEcon
MFinc	MIntbus		MBusDataSc	MFinc
MMart***	MProfAcct		MSusBus	MIntBus
DBA*	MSusBus		DBA	MMart
PhD**	MTour			MProfAcct
				MSusBus
				MTour

* Business degree ** Postgraduate Business degree *** Relevant degree

Research programmes

Master of Commerce (MCom)

Normally starting with a sound background of coursework, students will have the opportunity to contribute to existing fields or begin to develop new areas of research.

otago.ac.nz/mcom

Otago DBA (Shanghai or New Zealand)

Resolve critical problems for businesses and industries through the application of research and theory in a practical business environment. Continue to work while you study and find solutions to specific business challenges within your own workplace as part of your degree.

The Otago DBA is delivered via distance learning and on-campus workshops in English from Dunedin, and in Chinese or English with Chinese translation from China (in conjunction with Shanghai Jiao Tong University Overseas Education College).

otago.ac.nz/dba

PhD

The Doctor of Philosophy is the highest degree offered by the University of Otago. It's awarded on the submission of a thesis, which must meet rigorous standards. It requires highly developed academic ability, independence and perseverance. Most students take between three and four years of full-time study to complete their PhD.

otago.ac.nz/phd

Taught degrees

Otago MBA (New Zealand or China)

Established in 1976, the Otago MBA programme is ranked #1 in New Zealand*. The programme emphasises practical application of business theories through case studies, live cases and professional consulting engagements. Students enjoy diversity in class and a rigorous curriculum with strong elements of international business. Graduates are prepared for careers anywhere in the world. The programme is delivered on campus or online – the Otago MBA online programme is ranked #10 globally.** The online MBA programme is taught in both English and Chinese (supported by Beacon Education) with two intakes a year.

*QS Global MBA rankings 2021 Top NZ MBA.

**QS Online MBA Rankings 2020.

otago.ac.nz/mba

Master of Business Data Science (MBusDataSc)

Good decision-making relies on data. We live in a vast and changing sea of data (Big Data) that requires a broad set of skills to be understood, visualised, modelled and interpreted. This programme will help you play a fundamental role in a variety of business contexts using cutting-edge methods from statistics, computer science and information science.

otago.ac.nz/mbusdatasc

Master of Economics (MEcon)

The MEcon provides you with the skills needed by economic practitioners and policymakers, as well as researchers and PhD candidates in economics. This programme can be studied full-time over 12 months, or part-time starting in either semester. It involves both coursework and a research dissertation.

otago.ac.nz/mecon

Master of Finance (MFinC)

This 12-month qualification equips you to follow careers in the finance industry or as a financial specialist in non-finance corporations. The MFinC suits strong graduates of quantitatively-oriented degrees such as mathematics and statistics, physics, engineering and economics.

otago.ac.nz/mfinc

Master of International Business (MIntBus)

Acquire the knowledge and practical skills to work across cultural boundaries in the expanding global business environment with our 12-month MIntBus programme. The world may feel smaller, but the complexities of developing constructive cross-border and cross-cultural business relationships remain. We offer a range of papers across business disciplines, including language papers if you have appropriate foreign language abilities.

otago.ac.nz/mintbus

Master of Marketing (MMart)

Choose between an academic or industry-focused research project, and prepare yourself for a professional marketing career in the public or private sector. The MMart can be completed in 12 or 18 months and encompasses both coursework and independent research.

otago.ac.nz/mmart

Master of Professional Accounting (MProfAcct)

Upon completion of this qualification, you can gain professional membership in industry associations such as Chartered Accountants Australia and New Zealand (CAANZ) and CPA Australia. We provide graduates with an opportunity to pursue professional accreditation through an intensive 18-month course of study and applied research.

otago.ac.nz/mprofacct

Master of Sustainable Business (MSusBus)

Gain an advanced interdisciplinary qualification that deals with the big issues of today – sustainability, climate change and resource scarcity. Drawing on emerging and cutting-edge research in the field, this programme positions graduates for a range of careers, such as sustainability managers, business analysts (including for low carbon), sustainable business consultants and sustainability advisers.

otago.ac.nz/msusbus

Master of Tourism (MTour)

Gain a high level of critical understanding of tourism phenomena from social, commercial and environmental perspectives. This 12-month programme will advance your presentation skills and grounding in pertinent research so you can actively participate in the tourism industry, associated governmental and non-governmental institutions, and/or academia to become the leaders of tomorrow.

otago.ac.nz/mtour

Postgraduate Digital Health (PGCertDigHeal and PGDipDigHeal)

Healthcare systems are increasingly dependent on data, technology and digital solutions – while at the same time, consumers expect to use personalised digital technologies to enhance their own individual health and wellbeing. Future roles for healthcare professionals will include the provision and transformation of services using digital technology. There is an identified shortage of people with the right skills to meet the growing demand for specialists in digital health. These two programmes will help develop extensive knowledge of technology and skills relevant to digital health theory and practice, and the enhanced ability to integrate this information into the health sector. A certificate can be completed in a minimum of 6 months, and a diploma in 12 months.

otago.ac.nz/digitalhealth

Māori student support

Taunaki ākongā Māori



The Business School is committed to supporting taurira Māori as they study towards their business qualification, as well as a proactive, co-ordinated approach to growing Māori and indigenous economies by strengthening relationships with iwi partners and Māori businesses.

Staff in the School are focused on the success of Māori students, the provision of a high-quality curriculum relevant to each programme, identifying internships of value to both students and businesses, as well as exploring innovative business and research opportunities.

Our staff can help with any questions about academic studies, as well as any other support taurira Māori may need. They can also provide information about on-campus services, including:

- Scholarships and grants
- Academic Orientation
- Student support groups
- Supplementary tutorials
- Study skills and exam preparation
- Divisional support
- Peer study groups
- Mentoring
- Welfare advice
- Iwi/community networks.

otago.ac.nz/business/maori

Te Huka Mātauraka / the Māori Centre

Te Huka Mātauraka operates from a kaupapa Māori base and offers support services for all students of iwi descent. The centre encourages Māori students to participate and succeed in tertiary education and offers support for the academic, cultural and social needs of Māori students, from pre-enrolment through to graduation.

The Business School has strong links to Te Huka Mātauraka, but it also provides

advice and support to Māori students studying business through the services offered by our Kaiāwhina Māori and departmental Kaiāwhina (Māori student liaison staff in each department). Their role is to make your time in the Business School as productive and successful as possible. If you have any questions, need help or want to meet like-minded Māori business students, help is never far away.

Te Tai Tuarā

Te Tai Tuarā, the Māori Commerce Students' Association, is another form of support for Māori students in the School.

otago.ac.nz/tetaituara

Pacific Islands student support

Taunaki ākongā Pasifika



The Otago Business School extends a warm Pacific greeting to all Pacific students considering studying at the University of Otago. We know we can offer you the skills, education and experiences to help launch your business career. Whether you decide to return home after graduation, remain in New Zealand or travel overseas, your time at Otago will allow you to conduct business in an ever-growing global market place.

Our Pacific Academic Advisor offers support to help you achieve your academic goals and find your place at Otago. They also offer pastoral care and can liaise with academic departments and other student support services across the University.

Pacific Commerce Students' Association (PCOM)

- Do you identify as Pacific?
- Do you plan to study at the Otago Business School?
- Need help with your studies?
- Need advice on scholarships and grants?
- What about extra tutorials or study skills?

PCOM will help you stay connected and navigate your way on your academic journey. They are based in the Pacific room on the ground floor of the Business School next to Te Tai Tuarā and the Commerce Students' Association.

otago.ac.nz/business/pacific

Pacific Islands' Centre

The Pacific Islands' Centre offers academic support and pastoral care for Pacific students. They can help make your transition to University a memorable and enjoyable journey.

Throughout the year, the centre offers students many academic and social opportunities to interact with other Pacific students, network with community leaders and have a home away from home experience.

The staff and students at the Centre will welcome you as family and will make sure you return to your family with your "mission accomplished".

otago.ac.nz/pacific



Contact us

Whakapā mai

AskOtago

AskOtago is your one-stop-shop for all questions about studying at Otago.

You can find answers with our searchable knowledgebase, or call, email or chat with us. You can also visit us in the Central Library or at one of our other hubs around campus.

ask.otago.ac.nz

Schools' Liaison Officers

Our liaison staff visit secondary schools around New Zealand to provide you with information and advice about courses and life at Otago.

otago.ac.nz/liaison

Course advice

Course advice is available as many times as you need during your time at Otago.

otago.ac.nz/courseadvice

General information for new students

otago.ac.nz/future-students

Applying to study at Otago

otago.ac.nz/enrolment

Accommodation at Otago

otago.ac.nz/accommodation

Locals Programme

otago.ac.nz/locals

While all information in this booklet is, as far as possible, up to date and accurate at the time of production, the University reserves the right to change courses and course requirements, and to make any other alterations as may be deemed necessary.

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