



University  
of Otago

ŌTĀKOU WHAKAIHU WAKA

**COMMERCE**

**PAKIHI**



# WHY BUSINESS AT OTAGO?

## HE AHA E WHAI AI TE PAKIHI KI ŌTĀKOU?

The Otago Business School is known and respected by employers worldwide – a degree with us opens doors to a huge range of career opportunities. Our Accounting and Finance graduates are in such high demand that many secure positions before they even finish their degree.

**95% of graduates go directly into full-time employment or further study.**

**We offer New Zealand's only dedicated Entrepreneurship degree.**



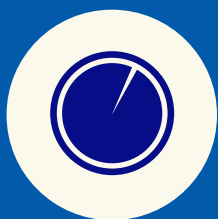


We're located in the wildlife capital of New Zealand, and only a few hours' drive from Queenstown, Wanaka, Aoraki / Mount Cook and the Waitaki District, meaning our Tourism fieldwork is a game changer.



We're New Zealand's only university belonging to the Partnership in International Management – a collaboration of the top business schools around the world with a single-semester exchange for undergraduate students.

Our Bloomberg Markets Lab is one of the largest academic trading labs in New Zealand. It offers access to the same trading platform as world-leading investment companies, banks, corporations and government agencies.



Ranked in the top 200 universities in the world. (QS World University Rankings)



Awarded 5 Stars Plus – the highest possible rating for teaching and research. (QS Stars)



#1 New Zealand university for educational performance. (Tertiary Education Commission)

# BACHELOR OF COMMERCE

## TOHU PAETAHI PAKIHI

Develop your interests in business and related subjects with a BCom. You can create your own individual course from the range of papers across the departments in the Otago Business School.

As a Business student at Otago, you'll learn from award-winning academics who teach an innovative curriculum based on their extensive research experience. You'll get the chance to network with business professionals, take part in guest-speaker events, and learn key career skills by participating in the business case competition series.

We believe business has a big role to play in a better future. Our graduates gain a solid understanding of their chosen business discipline/s and an appreciation of the wider business sector. They also take on the challenge of ensuring our communities grow culturally, socially, economically and sustainably.

[otago.ac.nz/courses/qualifications/bachelor-of-commerce](https://otago.ac.nz/courses/qualifications/bachelor-of-commerce)

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Flexible study options means you can create a degree that matches your passions and career goals.



Three years  
full-time



Includes a set of core  
Business papers



Must have at least one  
major subject and can also  
include a minor subject




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.

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.


## Programme structure

<b>YEAR 1</b>	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
<b>YEAR 2</b>	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
<b>YEAR 3</b>	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

“I love and enjoy the study and hangout spaces available at the Otago Business School. They create an environment that’s both welcoming and productive. The teaching and support staff are incredibly approachable and always willing to help, which has made a big difference in my learning experience.”

**Evis Takubala**

Studying for a Bachelor of Commerce (Management)



# BACHELOR OF ENTREPRENEURSHIP

## TOHU PAETAHI RAKAHINONGA

Entrepreneurs can change the way we live and work. Entrepreneurial thinking is beneficial not just for those creating and building new businesses but for professionals in every sector of the economy.

Study for a Bachelor of Entrepreneurship (BEntr) and you'll develop problem-solving skills that enhance innovation and creativity, increase productivity, and create new products, services and processes. During your studies, you'll learn how to:

- Bring innovative, sustainable and inclusive thinking to a new venture or existing organisation.
- Fund a new venture, make investment decisions and evaluate performance.
- Develop and test business ideas in ways that reduce risk and uncertainty.
- Formulate and implement innovative strategies.
- Use entrepreneurial thinking to improve the health, wealth and wellbeing of organisations and communities.
- Apply research and communication skills to develop and pitch a start-up idea.

[otago.ac.nz/subjects/entrepreneurship](https://otago.ac.nz/subjects/entrepreneurship)

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Tap into Dunedin's thriving start-up ecosystem and take your ideas to the next level.



Three years  
full-time



Consists of six core  
Entrepreneurial  
papers



You can include one or  
more optional majors from  
Business, Humanities,  
Sciences, or the Bachelor  
of Health Sciences



You can include one or  
more optional minor  
subjects

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 111 Responsible Entrepreneurship, ENTR 112 Business Model Development and Innovation, ENTR 211 Entrepreneurial Capital and Valuation, ENTR 212 Sustainable Entrepreneurship in Practice, MANT 301 Technological Innovation and Entrepreneurship, and ENTR 312 New Venture Creation Strategy.


You must also complete at least two of the following elective papers: 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, DHUM 303 When Machines Decide, ENVI 311 Understanding Environmental Issues.

The BEntr programme enables you to shape your degree around your passions and goals. Here are some examples of what your degree could look like:


- BEntr with a major in Computer Science and a minor in Music
- BEntr with a major in Accounting and a minor in International Business
- BEntr with a major in Microbiology and a minor in Sociology
- BEntr with a major in Māori Health and a minor in Geography

## Programme structure

<b>YEAR 1</b>	ENTR 111	ENTR 112	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
<b>YEAR 2</b>	ENTR 211	ENTR 212	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
<b>YEAR 3</b>	MANT 301	ENTR 312	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

“Studying Entrepreneurship has pushed me closer to making my business a reality. Through this course, I’ve been provided with helpful connections, mentor programmes and encouragement. I love being around others who have similar thoughts – it’s motivating to be around like-minded people! The lecturers in this degree are approachable and want to help you succeed, so they’re always around to help with any questions or concerns.”

### Grace Buckley

**Bachelor of Entrepreneurship  
(Minor: Management)**



# CHOOSING WHAT TO STUDY

The subject you specialise in within your degree is called your major (e.g. BCom in Marketing). In many degrees, you can choose to have a minor as well. This is a subject you study in less depth than your major.

## What interests you?

Use the subject guide on the next pages to get a feel for the subjects on offer at Otago. Studying a subject that genuinely fascinates you will make your time at university easier and more enjoyable. You might have a few subjects you enjoy – you can choose three or four subjects in your first year and then work out which one you're going to major in.

## Pick your papers

Papers are like topics within each subject – the building blocks of your degree. The first courses you take are called 100-level papers or beginner papers. For the Bachelor of Commerce, you'll need to study either three or four papers in the first semester.

## Get help planning your degree

If you're a secondary school student, our schools' liaison officers will visit your school to help you plan your first year of study. You can also contact them at any time through their offices.

[otago.ac.nz/liaison](https://otago.ac.nz/liaison)

## Remember, Otago degrees are flexible.

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

# STUDY MULTIPLE INTERESTS

## Combined degrees

Interested in geography and economics? Music and management? Marketing and food science? Our combined degrees allow you to build the ultimate skill set. With hundreds of combinations available, you can personalise your degree to suit your interests, strengths and career plans.

A combined degree usually takes four years to complete.

- **Bachelor of Arts and Commerce.** Choose two different majors, one from Arts and one from Commerce.
- **Bachelor of Commerce and Science.** Choose two different majors, one from Commerce and one from Science.

[otago.ac.nz/combine](https://otago.ac.nz/combine)

## Double degrees

It's possible to take two degrees at the same time. This doesn't mean you double your workload. You can count some papers twice by studying them in one degree and cross crediting them to the other degree.

If you're considering a double or combined degree, talk to your schools' liaison officer or a University course adviser.

[otago.ac.nz/liaison](https://otago.ac.nz/liaison)

# 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/study/subjects](https://otago.ac.nz/study/subjects)

### Accounting

Accounting is the financial language of business and non-profit organisations. As such, it is probably the most useful tool you can have when entering the business or non-profit world. If you understand the concepts and terminology of accounting, you will have a good grasp of business problems and their solutions.

Accounting is about providing financial information to help organisations plan and meet their various financial, tax or audit obligations. Creating user-friendly, flexible reports requires a team focus and the ability to incorporate other types of information.

### Career opportunities

Many graduates start their careers in chartered accountancy firms, often working in taxation or auditing, or as advisers to a range of businesses. For many, this is a stepping stone – within three or four years they move on to larger organisations such as government departments, businesses and non-profit organisations and within 10 years, their skills may have earned them a management rather than an accounting role. New Zealand's leading accounting firms express a strong preference for Otago-trained graduates and recruitment fairs are held in March each year.

“I would encourage everyone to attend the Business for Good seminars! There aren't many opportunities in life where you get access to so many of the most influential people in Aotearoa. I think the greatest advantage is hearing the thoughts and ideas of potential employers.

“It's also reassuring to hear from leaders who consider more factors in business than just profit. The talks give an insider perspective of industries you might be interested in, and exposure to ones you weren't aware of.”

#### Cody Thomson

Ngāi Tahu, Kāi Tahu

Bachelor of Commerce

(Majors: Accounting, Marketing, Minor: Management)



### 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)
- Chartered Accountants Australia and New Zealand (CAANZ)
- Chartered Institute of Management Accountants (CIMA)
- CPA (Australia)

### 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.

[otago.ac.nz/subjects/accounting](http://otago.ac.nz/subjects/accounting)

## Business Analytics

Vast amounts of data are generated every day by businesses and organisations, social activity, video streaming, medical imagery and more. The ability to sift through this data and extract useful information is in hot demand.

You'll learn how to apply analytics skills and techniques to organisational data to obtain useful insights. You'll develop sought-after skills that are required in every area of business, including accounting, finance, marketing, management, economics and tourism.

Through a hands-on approach to analysing data and extracting insights, you'll gain up-to-date skills in commonly used data analysis platforms, including Excel, R and Python.

### Career opportunities

Graduates could go on to become a data analyst or a business intelligence analyst. Other specific roles may include marketing analyst, CRM analyst, financial analyst and HR analyst.

### What will I study?

Data analytics concepts and techniques are delivered through lectures, labs, tutorials and practical workshops. You'll develop core analytics skills, including data cleaning, wrangling, visualisation and reporting, as well as analysing specific business problems based on available data and proposing solutions using learned techniques.

### Personal attributes

- 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.

[otago.ac.nz/subjects/business-analytics](http://otago.ac.nz/subjects/business-analytics)

“One of the key strengths of Business Analytics is how closely it aligns with industry needs, ensuring Otago graduates are well-prepared and highly competitive in the job market.

“A significant part of my current role involves using Power BI – a tool I was introduced to in my Business Analytics papers. Having prior experience with this software gave me a competitive edge during the hiring process and allowed me to hit the ground running.”

### Brooke Callon

**Bachelor of Commerce (Major: Information Science, Minor: Business Analytics)**  
**Business Intelligence Analyst, Pareto Toolbox**



## Economics

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.

### Career opportunities

A degree in Economics opens doors to a range of rewarding careers in the public or private sector. You could become a policy analyst, a business consultant, an economics researcher, a financial adviser or a diplomat.

### What will I study?

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.

### 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.

[otago.ac.nz/subjects/economics](http://otago.ac.nz/subjects/economics)

## Finance

Finance is essential to understanding how individuals and organisations allocate resources and navigate risk. It explores both the theory and practice behind raising and spending money, with a strong focus on measuring and managing uncertainty. By studying Finance, you'll gain the practical tools needed to make sound investment decisions, both personally and for businesses.

Finance draws on data and analytical tools to make predictions, but also requires judgement, creativity, and intuition where clear-cut answers don't exist. This blend of quantitative rigour and strategic insight prepares students for dynamic, high-stakes environments where fast, confident decisions can make a real impact.

### Career opportunities

Finance professionals are in demand across virtually every sector, from government and education to banking, insurance, and global investment firms. Otago graduates are known for their strong analytical skills and global competitiveness, with many building successful careers in New Zealand and internationally.

### What will I study?

You'll learn about components of the financial system and 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.

### 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.
- Excellent communication and people skills.

[otago.ac.nz/subjects/finance](http://otago.ac.nz/subjects/finance)

“The main thing that stuck with me since leaving Otago was my experience with the Economics department staff. Every lecturer and tutor that I had were clearly passionate about their respective subjects and very generous with their time in helping students.

“Since graduating, I've worked at the Reserve Bank of New Zealand. I'm now part of the Economic Forecasting team – we develop the Reserve Bank's economic forecasts, provide monetary policy advice to the Monetary Policy Committee, and write the Monetary Policy Statements.”

### Rachel Grant

Master of Economics, Bachelor of Commerce  
(Economics), Bachelor of Laws

Senior Economics Analyst (Forecasting),  
Reserve Bank of New Zealand – Te Putea Matua



## Human Resource Management

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.
- Strategic management of people.

[otago.ac.nz/subjects/human-resource-management](https://otago.ac.nz/subjects/human-resource-management)

## International Business

The world has never been more connected. Thanks to technology, we can now conduct business from wherever we are in the world. 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. You'll study a combination of business, language and culture subjects, giving you an excellent knowledge base to work internationally. Plus, you'll have the chance to travel overseas while you complete your degree with Otago's renowned international student exchange programme.

### Career opportunities

You could pursue a career in foreign economic relations, international trade and investment, international marketing and business strategy, or international management consulting. Or, you could work for government departments, such as Foreign Affairs and Trade, tourism and hospitality agencies, multinational companies, and financial institutions.

### What will I study?

You'll 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.

"I've really enjoyed the breadth and depth of my Finance, Accounting, and Economics studies at Otago. The teaching staff are not only experts in their fields but also incredibly supportive, making complex topics engaging and accessible.

"Otago's modern facilities have further enhanced my learning experience. The Bloomberg Lab in the Business School is an incredible resource that gives students direct access to real-time financial data, and having 24/7 access has been a major asset to my studies."

### Benjamin Wilson

Bachelor of Commerce (Major: Finance, Minor: Accounting)  
Jarden Graduate Programme



### 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.

[otago.ac.nz/subjects/international-business](https://otago.ac.nz/subjects/international-business)

## Management

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

You'll explore how people and organisations are managed in a highly competitive global business environment. You'll 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.

### Career opportunities

Our graduates can be found in a range of jobs in private business, not-for-profit organisations, government agencies, healthcare providers, applied science and technology companies, and arts and leisure management companies, while others start their own businesses.

### What will I study?

You'll explore core management principles including leadership, effective communication, employment relations, human resource management, organisational dynamics, entrepreneurship, and 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 in 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.

[otago.ac.nz/subjects/management](https://otago.ac.nz/subjects/management)

## Marketing

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 core skills in 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.

“Fonterra’s two-year graduate programme is great because you get to rotate between teams in a stream. My final six-month rotation was within the People and Culture (HR) business unit stream, doing Business Partnering. I have also completed rotations in People Analytics, Early Careers (Talent Acquisition), and Operational HR.

“The programme has been a great way to ease into the corporate world and has helped take away the pressure of figuring out what I want to do straight away. I’ve already learnt so much!”

### Isobella Ng

**Bachelor of Commerce (Management),  
Bachelor of Science (Major: Psychology,  
Minor: Sport Development and Management)**



### 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.
- 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.

[otago.ac.nz/subjects/marketing](https://otago.ac.nz/subjects/marketing)

## Philosophy, Politics and Economics

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.

### Career opportunities

Career opportunities exist in a broad range of businesses, government departments and NGOs, both in New Zealand and globally. Graduates 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.

[otago.ac.nz/subjects/philosophy-politics-and-economics](https://otago.ac.nz/subjects/philosophy-politics-and-economics)

"Marketing appealed to me as a major because it gave me the chance to tap into my creative side while also building real, meaningful connections with people. I've always enjoyed stepping into the consumer's shoes and thinking about what would catch my attention, solve a problem, or make an experience better. It's a field that blends creativity with understanding people, and that mix is something that really inspires me."

### Kyla Dey

**Bachelor of Commerce (Human Resource Management, Marketing)  
People and Performance Graduate, Auckland Transport**



## Tourism

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

Tourism graduates find work in adventure tourism, customer relations, events and conference co-ordination, museums and art galleries, hotel management, regional and government tourism organisations, sales and marketing, and visitor services.

### 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.

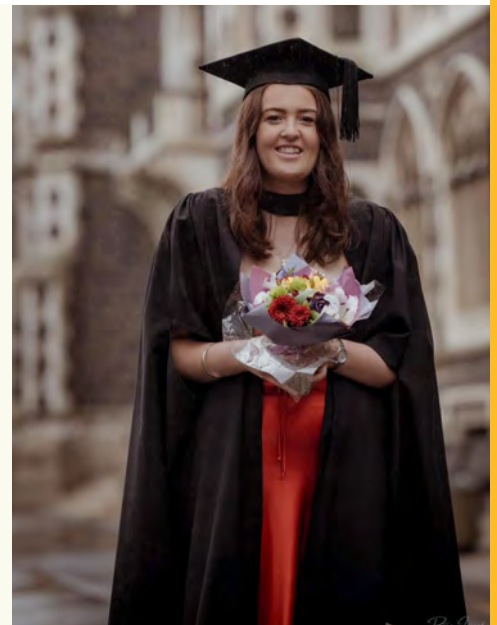
[otago.ac.nz/subjects/tourism](https://otago.ac.nz/subjects/tourism)

“Tourism at Otago connects theory and industry together – it also highlights the elements of tourism from a social lens, through tourism from a business lens. The flexible degree structure was a key highlight, I was able to complete electives in subjects like Leadership Development and Digital Marketing. I loved having the option to pick papers and make the degree work for me!

“I enjoyed my subjects and all the people I met. The Tourism fieldtrips were also great and gave us real-world connections in the industry.”

### Hannah Aronsen

Ngāti Kahungunu  
Master of Tourism, Bachelor of Commerce  
(Major: Management, Minor: Tourism)



# MINORS

## Entrepreneurship

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.

At Otago, you can study for a Bachelor of Entrepreneurship, where you can major in Entrepreneurship in combination with other majors or minors in Commerce, Arts, Sciences, and Health Sciences. Alternatively, you can take Entrepreneurship as a minor alongside any degree.

### Career opportunities

You'll graduate with the skills to start your own business or help existing organisations innovate and grow. Opportunities include launching your own venture, joining early-stage startups, contributing to established enterprises, working in consultancy, and supporting policy development.

[otago.ac.nz/subjects/entrepreneurship](https://otago.ac.nz/subjects/entrepreneurship)

## Sustainable Business

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.

[otago.ac.nz/subjects/sustainable-business](https://otago.ac.nz/subjects/sustainable-business)

## Sustainable Finance

The minor in Sustainable Finance is a powerful pairing for anyone wishing to contribute to the global transition to a more sustainable economy, as financial decisions impact every aspect of society. The entire financial system, domestically and globally, is shifting quickly to incorporate environmental, social and governance considerations across its investments, services, products, and strategies.

This selection of papers will build your sustainable finance skills and act as a strong signal to potential employers that you have developed these highly sought-after capabilities. You'll learn how to evaluate climate change strategies and give recommendations to organisations in terms of their sustainability operations, strategy, investments and more.

### Career opportunities

Sustainability's role in business and the financial sector is increasing 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.

[otago.ac.nz/subjects/sustainable-finance](https://otago.ac.nz/subjects/sustainable-finance)



# STUDENT SUPPORT

## TAUNAKI ĀKONGA

### Pacific Islands student support

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 marketplace.

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

#### Otago Pacific Island Commerce Student Association (OPICSA)

- 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?

OPICSA will help you stay connected and navigate your way through your academic

journey. Commerce Pacific students also have access to the Pacific Room, a dedicated space on Level 1 of the Business School, Room 1.04.

[otago.ac.nz/business/pacific](https://otago.ac.nz/business/pacific)

### Māori student support

The Business School is committed to supporting taura 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 and any other support taura Māori may need. They can also provide information about on-campus services, including:

- Scholarships and grants.
- Student support groups.
- Supplementary tutorials.
- Study skills and exam preparation.
- Divisional support.
- Peer study groups.

- Mentoring.
- Welfare advice.
- Iwi/community networks.

### Te Huka Mātauraka / Māori Centre

Te Huka Mātauraka operates from a kaupapa Māori base and offers support services for all students of iwi descent.

The centre 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, and also provides advice and support to Māori students through 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, support is never far away.

[otago.ac.nz/maoricentre](https://otago.ac.nz/maoricentre)

### 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](https://otago.ac.nz/tetaituara)



# SCHOLARSHIPS

## NGĀ KARAHIPĪ

### New entrance scholarships

#### The University of Otago Richard and Diana Somerville Commerce Entrance Scholarships

This \$14,000 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 Programme 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.

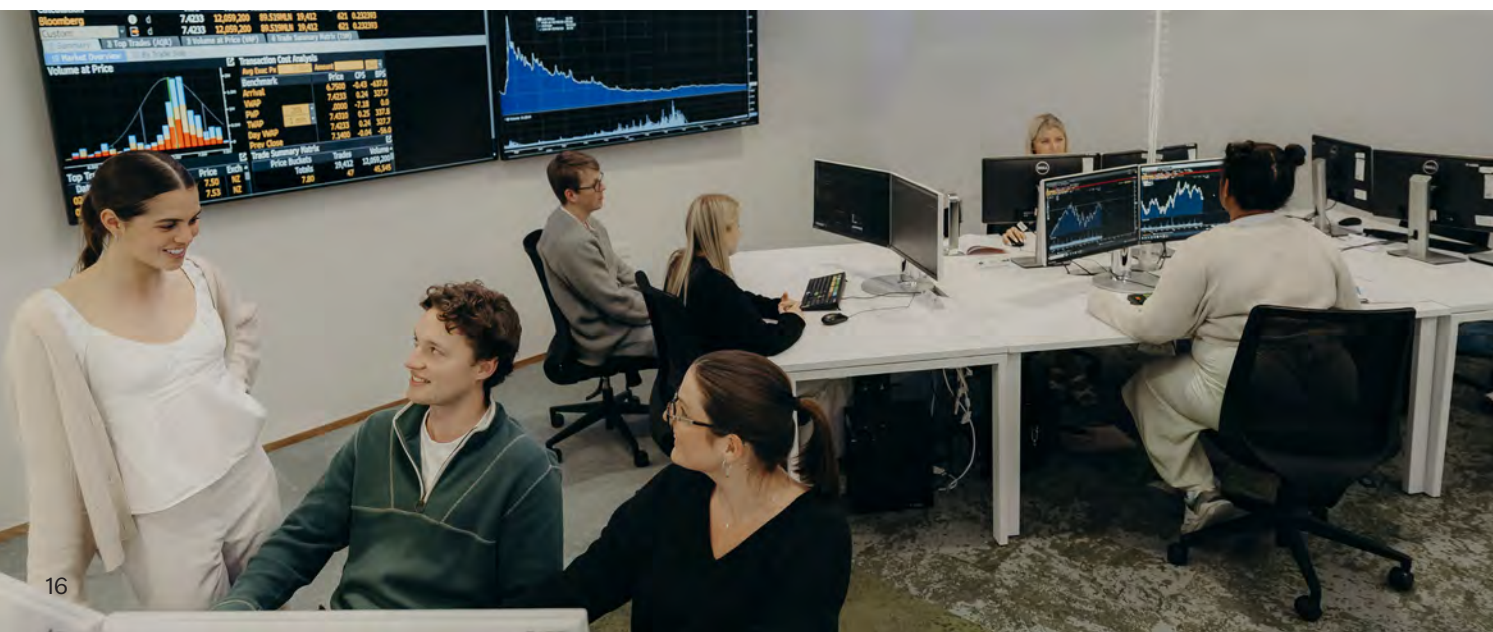
### Student exchange scholarships

#### 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.





# GET HELP WITH YOUR APPLICATION

## Schools' liaison

Schools' liaison work with anyone considering study at Otago, including secondary school students and adults thinking about returning to education.

If you're a secondary school student, your schools' liaison officer will visit your school to help you plan your first year of study. You can also contact them at any time through their offices.

[otago.ac.nz/liaison](https://otago.ac.nz/liaison)

## Course advice

Once you're on campus, course advisers are available to help. Course advice is available as many times as you need during your time at Otago.

[otago.ac.nz/courseadvice](https://otago.ac.nz/courseadvice)

## AskOtago

AskOtago is your one-stop shop for all questions about studying at Otago. Find answers with our searchable knowledgebase, or use our online form to request a service. You can also chat to us online, phone us, or visit our hub in the Information Services Building, or at one of our other hubs around campus.

[ask.otago.ac.nz](https://ask.otago.ac.nz)

# HOW TO APPLY

Applications to Otago are made online through eVision. Once you've created your account, eVision will guide you through the application process.

All enrolment, scholarship, and residential college applications are made via eVision.

[otago.ac.nz/study/enrolment](https://otago.ac.nz/study/enrolment)

# USEFUL INFORMATION

Business at Otago  
[otago.ac.nz/business](https://otago.ac.nz/business)

General information for new students  
[otago.ac.nz/future-students](https://otago.ac.nz/future-students)

Applying to study at Otago  
[otago.ac.nz/enrolment](https://otago.ac.nz/enrolment)

Accommodation at Otago  
[otago.ac.nz/accommodation](https://otago.ac.nz/accommodation)

Local students  
[otago.ac.nz/locals](https://otago.ac.nz/locals)

# KEY DATES

## 1 August

Residential college applications open online.

## 15 August

Applications close for most University of Otago entrance scholarships.

## 30 September

Residential college applications due.

## 15 November

Applications due for international students.

## 10 December

Closing date for applications for all new students taking Summer School, semester 1 or full-year papers or courses.

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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