The Management Student Centre (MSC)

The Management Student Centre (MSC) provides a number of facilities and support services for Waikato Management School students. The Centre staff are able to assist students with university-related queries as well as offering programme advice and language and learning appointments. The MSC also provides students with somewhere to meet, study, use resources (such as photocopying) and hand in and receive marked assignments. In addition, MSC caters for the needs of Māori and international students, with a mentoring service as well as a Māori and International Consultant.

The MSC is located in MS1 (behind the Station Café on Hillcrest Road), and is open from 8:45am to 4:45pm Monday to Friday.

MSC provides:
- Enrolment and programme advice
- Entry and re-entry decisions
- Degree planning
- Student orientation
- Academic support for students
- Employment and scholarship noticeboard
- Assignment hand-in and collection place
- Sale of overhead transparencies
- Copying facilities
- Space for group and individual work
- Language and learning support
- Student mentors

The Management Student Centre (MSC) is the first place to go for any student enquiries.

Contact:
Management Student Centre
Waikato Management School
The University of Waikato
Private Bag 3105
Hamilton 3240
New Zealand
Telephone: (07) 838 4303
Fax: (07) 838 4033
Email: msc@mngt.waikato.ac.nz

We have endeavoured to ensure that the information in this handbook is correct at the time of printing. It is subject to a continuous process of review and improvement. A continually updated version is available at www.management.ac.nz/publications. 

Readers should be aware that the University of Waikato Calendar takes precedence.

If you have any suggestions to improve future editions of this handbook, please email them to pr@mngt.waikato.ac.nz

This handbook is printed on recycled stock using vegetable inks.
# Teaching and Assessment Periods 2007

<table>
<thead>
<tr>
<th>Week</th>
<th>Starting Date</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Summer School</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>1 January</td>
<td>New Year’s Day and Holiday 1-2 January, University opens 3 January</td>
</tr>
<tr>
<td>2</td>
<td>8 January</td>
<td>Summer School commences 8 January</td>
</tr>
<tr>
<td>3</td>
<td>15 January</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>22 January</td>
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</tr>
<tr>
<td>5</td>
<td>29 January</td>
<td>Auckland Anniversary Day 29 January</td>
</tr>
<tr>
<td>6</td>
<td>5 February</td>
<td>Waitangi Day 6 February</td>
</tr>
<tr>
<td>7</td>
<td>12 February</td>
<td>Summer School Examinations 15-17 February</td>
</tr>
<tr>
<td>8</td>
<td>19 February</td>
<td>University Enrolment, Summer School Examinations 19-20 February</td>
</tr>
<tr>
<td><strong>A Semester</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>26 February</td>
<td>A Semester starts</td>
</tr>
<tr>
<td>10</td>
<td>5 March</td>
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<tr>
<td>11</td>
<td>12 March</td>
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<tr>
<td>12</td>
<td>19 March</td>
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<tr>
<td>13</td>
<td>26 March</td>
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</tr>
<tr>
<td>14</td>
<td>2 April</td>
<td>Good Friday 6 April</td>
</tr>
<tr>
<td>15</td>
<td>9 April</td>
<td>Easter Monday 9 April, Teaching Recess, University closed 9, 10 April, Tauranga Graduation 13 April, Marae Graduation 16 April</td>
</tr>
<tr>
<td>16</td>
<td>16 April</td>
<td>Teaching Recess, Graduation 17-20 April</td>
</tr>
<tr>
<td>17</td>
<td>23 April</td>
<td>Anzac Day 25 April</td>
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<tr>
<td>22</td>
<td>28 May</td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>4 June</td>
<td>Queen’s Birthday 4 June, Study week</td>
</tr>
<tr>
<td><strong>B Semester</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>24</td>
<td>11 June</td>
<td>Examinations</td>
</tr>
<tr>
<td>25</td>
<td>18 June</td>
<td>Examinations</td>
</tr>
<tr>
<td>26</td>
<td>25 June</td>
<td>Teaching Recess</td>
</tr>
<tr>
<td>27</td>
<td>2 July</td>
<td>Enrolment</td>
</tr>
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<td>28</td>
<td>9 July</td>
<td>B Semester starts</td>
</tr>
<tr>
<td>29</td>
<td>16 July</td>
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<tr>
<td>32</td>
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<tr>
<td>33</td>
<td>13 August</td>
<td></td>
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<tr>
<td>34</td>
<td>20 August</td>
<td>Teaching Recess</td>
</tr>
<tr>
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<td>27 August</td>
<td>Teaching Recess</td>
</tr>
<tr>
<td>36</td>
<td>3 September</td>
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<tr>
<td>37</td>
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<tr>
<td>40</td>
<td>1 October</td>
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<tr>
<td>41</td>
<td>8 October</td>
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<tr>
<td>42</td>
<td>15 October</td>
<td>Study week, Graduation 18-19 October, Marae Graduation 18 October</td>
</tr>
<tr>
<td>43</td>
<td>22 October</td>
<td>Examinations, Labour Day 22 October</td>
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<tr>
<td>45</td>
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<tr>
<td>46</td>
<td>12 November</td>
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</tr>
<tr>
<td>51</td>
<td>17 December</td>
<td></td>
</tr>
<tr>
<td>52</td>
<td>24 December</td>
<td>University closed, Christmas Day 25 December, Boxing Day 26 December</td>
</tr>
</tbody>
</table>
Table of Contents

Section A: Qualifications
Provides information on all our qualifications.

- Overview
- Bachelor of Management Studies
- Bachelor of Management Studies/Bachelor of Laws
- Bachelor of Management Studies/Bachelor of Science
- Bachelor of Business Analysis – Financial
- Bachelor of Electronic Commerce
- Bachelor of Communication Studies
- Bachelor of Tourism
- Certificates and Diplomas
- Graduate Certificates and Graduate Diplomas
- Postgraduate Certificates and Postgraduate Diplomas
- Master of Management Studies
- Master of Electronic Commerce
- Master of Philosophy
- Doctor of Philosophy
- Research and Methodology Papers
- Centre for Corporate & Executive Education

Section B: Areas of Study
Provides information on careers, qualifications and papers for each of our areas of study.

- Accounting 46
- Economics 58
- Electronic Commerce 73
- Entrepreneurship and Innovation 80
- Environment and Management 83
- Finance 85
- Hospitality Management 95
- Human Resource Management 98
- Information Systems Management 105
- International Management 109
- Management and Sustainability 114
- Management Communication 117
- Management Systems 132
- Manufacturing Management 141
- Marketing 145
- Public Relations 155
- Social Enterprise 161
- Strategic Management 166
- Supply Chain Management 174
- Tourism Management 178
Section C: Orientation
Assists you to get the most out of your time with us.

- The Management Student Centre (MSC) 190
- MyWeb™ 191
- Enrolment 191
- Competency Modules 192
- Using the Online Timetable 192
- Buying Your Textbooks 192
- Computer Labs 192
- Submitting Your Assignments 193
- School Publications 194
- Class Representatives 194
- Waikato Management School Student Organisations 195
- Scholarships 196
- Waikato Management School Prizes 198
- Awards 199
- Teaching and Learning Development Unit 200
- The Library 200
- Resources for Waikato Management School Students 200
- Student Information Centre 201
- Examinations 201
- The Students Concerns and Complaints Policy 201

- Code of Practice for the Pastoral Care of International Students 201
- The University of Waikato Services and Facilities 201
- Common University Terms 203
- Contacting staff 205
- Management Student Centre 205
- Department of Accounting 205
- Department of Economics 206
- Department of Finance 206
- Department of Management Communication 206
- Department of Management Systems 207
- Department of Marketing 207
- Department of Strategy and Human Resource Management 208
- Department of Tourism and Hospitality Management 208
- Centre for Corporate & Executive Education 209
- Dean’s Office 209
- Communication Team 210
- Information Technology Team 210
- Management Research Centre 210
Overview

Bachelor Degrees

Bachelor of Management Studies (BMS)
The Bachelor of Management Studies (BMS) is a four year degree that provides a comprehensive and integrated programme in management through a core of required papers, and allows the development of specialised knowledge in academic majors that address particular career paths. Majors are available in all main management disciplines covering all the professional areas of management.

Bachelor of Management Studies Honours (BMS(Hons))
Students who achieve a B+ average over the first three years of the BMS can apply to transfer to the BMS(Hons) degree. This degree incorporates a full year of graduate level study in the final part of the degree, with a corresponding emphasis on advanced research-oriented papers. Students taking the honours degree are typically high achieving, full-time students seeking a more specialised professional programme. Students completing a BMS(Hons) degree are able to complete a masters degree, usually the Master of Management Studies, in a further year of graduate study.

Bachelor of Management Studies/Bachelor of Laws (BMS/LLB)
This conjoint degree provides you with the opportunity to complete the requirements of two separate bachelor degrees, the Bachelor of Management Studies and the Bachelor of Laws, over a reduced period of time. This programme provides a comprehensive training in management, a professional training in a specialised area of management, and a professional training in law. High achieving students are also able to transfer to the BMS(Hons)/LLB.

Bachelor of Management Studies/Bachelor of Science (BMS/BSc)
This conjoint degree provides you with the opportunity to complete the requirements of two separate Bachelor degrees, the Bachelor of Management Studies and the Bachelor of Science, over a reduced period of time. This programme enables students to combine technology, a science, computer science, statistics or mathematics with a study of management.

Bachelor of Business Analysis – Financial (BBA( Fin))
The Bachelor of Business Analysis – Financial (BBA( Fin)) is a three year degree that will enable students to specialise and acquire an in-depth understanding of financial analysis. The degree focuses on the quantitative areas of management including accounting, economics and finance.

*Subject to NZVCC CUAP approval, this qualification will be available from January 1, 2007.

Bachelor of Business Analysis Honours – Financial (BBA(Hons)(Fin))
The BBA(Hons)(Fin) provides a one year graduate level degree in accounting, economics or finance for those who have completed the corresponding three year undergraduate degree. A B+ average in the specialist subject area is required for admittance to this programme.

*Subject to NZVCC CUAP approval, this qualification will be available from January 1, 2007.

Bachelor of Electronic Commerce (BECom)
The Bachelor of Electronic Commerce (BECom) is a three year degree that provides students with an understanding of and skills in the technical and managerial areas of electronic commerce. Students undertake a major or specialisation within management and complete work experience papers.

Bachelor of Electronic Commerce Honours (BECom(Hons))
The BECom(Hons) provides a one year graduate level degree for those who have completed the corresponding three year undergraduate degree. A B+ average in the undergraduate degree is required to be admitted to this programme.

Bachelor of Communication Studies (BCS)
The Bachelor of Communication Studies (BCS) focuses on strategic communication, combining management and the arts. This three year degree is offered jointly with the Faculty of Arts and Social Sciences. Within Waikato Management School, majors are offered in management communication, marketing and public relations. This degree is taken by students with good communications skills and an interest in media, organisational communication, communication management and the arts.

Bachelor of Communication Studies Honours (BCS(Hons))
The BCS(Hons) provides a one year graduate level degree for those who have completed the corresponding three year undergraduate degree. A B+ average in the undergraduate degree is required to be admitted to this programme.

Bachelor of Tourism (BTour)
The Bachelor of Tourism (BTour) is a three year degree taught jointly with the Faculty of Arts and Social Sciences that provides students with a broad understanding of the tourism industry and the practical knowledge to effectively manage a tourism or hospitality business. It also covers the social, environmental, cultural and economic impact of tourism. Within Waikato Management School majors are offered in tourism management or hospitality management.

Bachelor of Tourism Honours (BTour(Hons))
The BTour(Hons) provides a one year graduate level degree for those who have completed the corresponding three year undergraduate degree. A B average in the undergraduate degree is required to be admitted to this programme.
Certificates

Certificate programmes are one semester, or one year, qualifications typically used for short, specialised programmes or as bridging programmes. Certificate programmes combined with diplomas can also provide pathways to a bachelor degree, enabling students to meet the requirements of a degree in stages. The certificate provides a programme similar to the first year of a bachelor degree. The Certificate in Management is a one year programme and can be taken in electronic commerce, financial analysis, management studies, and Te Koringa – Sustainable Māori Enterprise. (Subject to NZVCC CUAP approval, this qualification will be available from January 1, 2007). A Certificate in Communication Studies and a Certificate in Tourism will be available from January 1, 2007, subject to NZVCC CUAP approval.

Graduate certificates require the equivalent of one semester of full time study at an upper-graduate level, these can provide a bridging programme for students seeking admission to a postgraduate diploma. A list of available graduate certificates can be found in the section entitled Certificates and Diplomas.

Postgraduate certificates require the equivalent of one semester at full time study at the graduate level. A list of available postgraduate certificates can be found in the section entitled Certificates and Diplomas.

Diplomas

The Diploma in Management represents the second stage of undergraduate study, corresponding to the second year of a degree programme. It can be taken in electronic commerce, financial analysis, and management studies. A Diploma in Communication Studies and a Diploma in Tourism – Tourism Management, and a Diploma in Tourism – Hospitality Management are also available. (Subject to NZVCC CUAP approval, these qualifications will be available from January 1, 2007).

The School offers graduate diplomas in all major areas of management. These programmes provide specialised programmes at an advanced undergraduate level that are similar to a major or specialisation in an undergraduate degree. They attract part-time students with work experience seeking to update their skills in a particular area, and full-time or part-time students seeking a bridging programme from a degree with a specialisation in another area or an international tertiary qualification. Thus graduate diplomas play a role both as stand-alone qualifications, and in providing pathways for students with a variety of backgrounds hoping to undertake further graduate study.

If the right combination of papers is taken, a student who completes a certificate, diploma and graduate diploma in the area, or subjects, of one of the three year degrees would be able to graduate with the corresponding bachelor degree. A student completing a Certificate and Diploma in Management Studies and a graduate diploma would have one further year of study to complete a BMS.

The School provides postgraduate diploma programmes across all the major areas of management. These programmes provide a one year graduate programme in a specialised area of management. As postgraduate programmes, the papers are advanced, often theoretical, and emphasise research-oriented learning. Students admitted to these qualifications are graduates with at least a B grade average in the subject area. Typically students are full-time domestic or international students. For many students the postgraduate diploma represents the first stage of a masters programme. A number of international students have transferred to these programmes after receiving high grades in a graduate certificate, or in the first part of a graduate diploma programme (see above).

Master of Management Studies (MMS)

The Master of Management Studies (MMS) degree provides specialised graduate level programmes of study in all the major areas of management. Students entering the MMS have an honours degree or a postgraduate diploma with a specialisation in the subject they will take for their masters degree and a B grade average. The MMS represents the second stage of a two year masters programme. The MMS also serves as an entry qualification for the PhD programme.

Master of Electronic Commerce (MECom)

The Master of Electronic Commerce (MECom) is an advanced qualification focusing on applied field research in Electronic Commerce. The MECom also serves as an entry qualification for the PhD programme. The MECom builds on the BECom, with either honours or a postgraduate diploma as a prerequisite for entry.

Doctor of Philosophy (PhD)

Waikato Management School has an active and successful Doctor of Philosophy (PhD) programme. We have an excellent completion rate and benefit from an extensive range of internationally recognised supervisors experienced in a variety of management disciplines and research methodologies and methods.

The PhD is a research-only degree, generally taking the equivalent of three years’ full-time study. Students enrolled for a PhD undertake supervised research that is written up as a thesis that makes a contribution to knowledge in the field of study. The School offers doctoral supervision in all major areas of management. Those admitted to the PhD programme normally have a masters degree with distinction, first class honours or second class honours (first division) in the intended field of research. Intending students must also demonstrate research skills and an adequate preparation in research methodology.

Corporate & Executive Education

The Centre for Corporate & Executive Education’s qualifications are comprehensive programmes designed for experienced professionals. All participants must have relevant work experience and are expected to share this experience in the classroom. This focus helps ensure the most relevant and rewarding experience for all involved. The courses are designed to allow participants to maintain their career while studying. Please refer to the section entitled Centre for Corporate & Executive Education for further details about these programmes.
Policies and Regulations

In addition to the regulations and requirements contained within this handbook, students are reminded that they are also bound by the University of Waikato regulations and policies, some of which are noted below:

- Assessment Regulations 2001
- Student Discipline Regulations 2004
- Computer Systems Regulations 2003
- Policy on the Use of Māori for Assessment
- Human Research Ethics Regulations 2000
- Student Research Regulations 2000

All relevant University of Waikato regulations and policies can be found in greater detail in the Calendar (http://calendar.waikato.ac.nz) which is produced annually.

Understanding Paper Codes

Paper codes contain information about the subject, level and timing of the paper. For example the paper ACCT451-07A (HAM) Advanced Taxation can be broken down as shown.

ACCT 4 51 07 A (HAM)

- ACCT: This is the subject code, in this case accounting
- 4: This is the level of the paper, in this case Level 400
- 51: and its unique identifier, in this case 51
- 07: The year it is taught, in this case 2007
- A: This is the semester indicator that tells you in which period of the year the paper is taught; S = Summer School (January – February), A = First semester (March – July), B = Second semester (July – November)
- (HAM): Where the paper is taught, in this case Hamilton

TGA = Tauranga
NET = Internet

Subject Codes

ACCT Accounting
ECON Economics
ENVR Environment and Management
FINA Finance
HRMG Human Resource Management
MCOM Management Communication
MKTG Marketing
MNGT Management
MSYS Management Systems
SCEN Social Enterprise
STMG Strategic Management
TOMG Tourism Management

Points Value Per Paper

Since 2003 qualification completions have been measured in points.

<table>
<thead>
<tr>
<th>Level of Paper</th>
<th>Points Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>100</td>
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<tr>
<td>200</td>
<td>20</td>
</tr>
<tr>
<td>300</td>
<td>20</td>
</tr>
<tr>
<td>400</td>
<td>20</td>
</tr>
<tr>
<td>500 (modular)</td>
<td>15</td>
</tr>
<tr>
<td>500</td>
<td>30</td>
</tr>
</tbody>
</table>

One full-time year of study is considered to be equivalent to 120 points. Therefore, in one year, eight Level 100 papers, six Level 200, 300 or 400 papers, or four 30 point Level 500 papers, is a full-time study load.

EFTS Values

The Ministry of Education gives each qualification a total EFTS (equivalent full-time student) value. An EFTS value of 1.0 is equivalent to the workload in a typical year of full-time study. A degree that takes three years to complete has a value of 3.0 EFTS. Each paper has an EFTS value based on the proportion of the qualification’s workload that it represents.

<table>
<thead>
<tr>
<th>Paper Level</th>
<th>EFTS Values</th>
</tr>
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<tbody>
<tr>
<td>100</td>
<td>0.125</td>
</tr>
<tr>
<td>200</td>
<td>0.167</td>
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<td>300</td>
<td>0.167</td>
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<tr>
<td>400</td>
<td>0.167</td>
</tr>
<tr>
<td>500</td>
<td>0.250</td>
</tr>
</tbody>
</table>

For more information see the table of fees and charges: http://calendar.waikato.ac.nz/admission/tableoffeesandcharges.html
**Overview**

**Additional Admission Information**

**International Students**

**Graduate Qualifications**
All international students applying for entry to a graduate qualification must have the equivalent of a New Zealand bachelor degree from a recognised university. Students are generally required to have completed a major in their intended area of study, with a B/B+ average in advanced courses, in the subject in which they wish to specialise.

For entry into graduate study either: IELTS with 6.5 overall score and no less than 6.0 in any other band; or Paper-based TOEFL with an overall score of 550 and a test of written English (TWE) score of 5.0; or, Computer-based TOEFL score with 213 overall and an essay score of 4.5, is required.

**Undergraduate Qualifications**
International students must have a University Entrance qualification equivalent to the New Zealand Bursary and 13 years of school study.

**English Entry Criteria**
For entry into undergraduate study either: IELTS with 6.0 overall score and no less than 6.0 in any band; or Paper-based TOEFL with an overall score of 550 and a test of written English (TWE) score of 5.0; or, Computer-based TOEFL score with 213 overall and an essay score of 4.5, is required.

International students seeking admission to Waikato Management School via the Language Institute will be accepted on the basis of a 'B' grade average at Level 7 of the Language Institute assessment programme. Please note that students must have clear passing grades on each band.

International students may also be admitted with Cambridge Certificate in Advanced English (CAE) and Cambridge Certificate of Proficiency in English (CPE) qualifications, but the School retains the right to set additional entry requirements.

Note: Waikato Management School reserves the right to change the above English entry criteria at any stage for both undergraduate and graduate qualifications. Students are advised to confirm criteria when they enrol.

**Transferring Students**
Students will be considered for transfer into Waikato Management School from another Faculty/School within the University, or another university, if they have attained at least seven unrestricted (at least C grade) passes.

**Special Admission (20 years and over)**
Should you not meet the required admission criteria for a particular qualification but are aged 20 years or older, special admission may be an option. Each student is considered on a case-by-case basis and appropriate work experience is generally looked for.

**Credit from Previous Study**
You can apply for credit for degree level study completed at another tertiary institution. Any credit awarded is dependent on the type of qualification studied and the level, content and number of papers passed.

To apply for credit, all you need to do is tick a box on the Application to Enrol and supply an official academic record of your previous study. The fee for transfer of credit is $50 and for cross credit $100.

**University Entrance**
You may have gained University Entrance from secondary school prior to 2004 or be sitting NCEA Level 3 this year.

**University Entrance from NCEA**

**NCEA University Entrance Standards**
- 14 credits at Level 3 or higher in an approved subject**
- 14 credits at Level 3 or higher in an approved subject**
- 14 credits at Level 3 or higher in no more than 2 domains or approved subjects**

**Plus**

**Literacy and Numeracy Requirements**
- 14 credits in Maths/Pangarau at Level 1 or higher
- 4 credits in Reading English or Te Reo at Level 2 or higher from the approved list
- 4 credits in Writing English or Te Reo at Level 2 or higher from the approved list
### Literacy Requirement for University Entrance

**English standards fulfilling the literacy requirement for university entrance**

<table>
<thead>
<tr>
<th>Standards</th>
<th>Credits</th>
<th>Reading</th>
<th>Writing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scholarship</td>
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<td>✓</td>
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<tr>
<td><strong>Achievement Standards</strong></td>
<td></td>
<td></td>
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<tr>
<td>90720 (3.1)</td>
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<td></td>
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<tr>
<td>90721 (3.2)</td>
<td>3</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>90722 (3.3)</td>
<td>3</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>90723 (3.4)</td>
<td>3</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>90724 (3.5)</td>
<td>3</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>90726 (3.7)</td>
<td>4</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>90375 (2.1)</td>
<td>3</td>
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<td>90376 (2.2)</td>
<td>3</td>
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<td>✓</td>
</tr>
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<td>90377 (2.3)</td>
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= the standard that is recognised for reading and/or writing credits.

**Note 1:**
Where standards count for either Reading or Writing, an individual student may not count credits for both Reading and Writing unless it is the Scholarship standard.

**Note 2:**
Waikato Certificate of Studies, English:
- Certificate of Studies (CS) 2.1 and 3.1 can count for the University Entrance Writing requirement.
- Certificate of Studies (CS) 2.2 and 3.2 can count for the Reading requirement.

### Te Reo Māori and Te Reo Rangatira standards fulfilling the literacy requirement

<table>
<thead>
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**Approved Subjects for University Entrance**

- Accounting: Japanese (Second Language)
- Agriculture & Horticulture: Korean
- Biology: Latin
- Chemistry: Mathematics with Calculus
- Chinese: Media Studies
- Classical Studies: Music Studies
- Computing: Painting (Practical Art)
- Cook Islands Māori: Photography (Practical Art)
- Design (Practical Art): Physical Education
- Drama: Physics
- Economics: Printmaking (Practical Art)
- English: Samoan
- French: Science
- Geography: Sculpture (Practical Art)
- German: Spanish (Second Language)
- Graphics: Social Studies
- History: Statistics and Modelling
- History of Art: Te Reo Rangatira or Te Reo Māori
- Indonesian
Bachelor of Management Studies

The Bachelor of Management Studies (BMS) is a broad-based degree which combines an introduction to management subjects with the opportunity to specialise in one or more subject areas.

The degree also allows you the possibility of taking papers in subjects outside Waikato Management School. A unique feature of the BMS is the practical investigation known as the ‘499’ or ‘599’, which will give you the edge in winning the best jobs.

Admission Requirements

Entry from Year 13/Seventh Form

NCEA Level 3

If you have (or expect to gain) University Entrance through NCEA then you are eligible to apply for this degree. If you do not have University Entrance, your application will still be considered.

Entry from Year 12/Sixth Form (Discretionary Entrance)

Applicants will be considered for Discretionary Entrance if they have gained a total of at least 80 credits in four approved subjects at Level 2 in the NCEA with a minimum grade of merit in at least half of the achievement standards for each subject.

Applicants must have also satisfied the numeracy and literacy requirements of university entrance. Applications must be supported by the applicant’s school principal or the University’s Student Recruitment Officers.

Prerequisite Papers

Students will be required to take the paper MCOM104 Business Writing if they do not have a demonstrated strength in language skills (e.g. 14 approved credits at Level 3 NCEA in English or Māori). Students will be required to take a prerequisite mathematics paper if they have not achieved the equivalent of 14 approved credits in Level 3 Statistics and Modelling or Mathematics with Calculus.

English Language Requirements

If English is not your first language, then you will have to demonstrate proficiency in English. Your proficiency will be assessed with IELTS or TOEFL scores. There is set policy regarding the minimum score.

Students who do not expect to meet these admission requirements should consult staff at the Management Student Centre who may be able to design a programme to enable them to still enjoy the benefits of education within Waikato Management School.

For additional information on admission requirements for international students, special admission, transferring students and credit from previous study, please see the section entitled Additional Admission Information.

Articulation

Waikato Management School has developed credit arrangements with five polytechnics. These agreements enable students to meet most of the requirements of the first two years of the BMS by completing a prescribed package of New Zealand Diploma in Business papers (with a B grade average) at one of the following polytechnics:

- Waiairiki Institute of Technology in Rotorua (WIT)
- Bay of Plenty Polytechnic in Tauranga (TGA)
- Tairawhiti Polytechnic in Gisborne (TAI)
- Northland Polytechnic in Whangarei (NLD)
- Western Institute of Technology at Taranaki

If you have any further questions about credit, the Management Student Centre (MSC) or the University Admissions and Records Office can help you.

The University of Waikato at Tauranga

For 2007, Waikato Management School will be offering a selection of accounting, marketing papers and STMG391 Strategic Management through the University of Waikato at Tauranga. These papers may be taken towards a BMS degree or a graduate diploma.

Students completing the New Zealand Diploma in Business at Bay of Plenty Polytechnic may transfer to the University of Waikato at Tauranga to complete their BMS degree (majoring in accounting or marketing). Students who wish to major in another subject will need to transfer to the Hamilton campus.

For more information, please contact:

The University of Waikato at Tauranga
142 Durham Street
Tauranga
Phone: 07 577 0620
Email: t.u.c@waikato.ac.nz
www.tuc.waikato.ac.nz
### BMS Planner

<table>
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<td>Information Systems and Supply Chain Management</td>
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*Students completing a major in accounting may take ACCT231 Management Accounting: Accounting for Organisational Control as a core paper in place of HRMG241 Organisational Behaviour; please note though that if this option is taken then ACCT231 may not also count as a paper towards the accounting major. However, students are strongly encouraged to complete HRMG241 Organisational Behaviour as one of their elective papers.

### Timeframe

The BMS degree requires four years of full-time study or the equivalent in part-time study. However, taking summer school papers can shorten this time.

### Degree Requirements

To complete the BMS degree, students are required to successfully complete 480 points. At least 360 points must be above Level 100, 200 points above Level 200, and at least 80 points must be above Level 300. As part of this requirement, students must pass the degree’s compulsory papers. Students must also successfully complete two skills development modules; these are a Computer Competency Module (CCM), (or pass an appropriate computer applications course run by the Waikato Management School Information Technology team) and a Writing Competency Module (WCM), which is available to students on MyWeb. If a pass is not attained in WCM in the first semester of study, then students will be required to take a writing paper and pass the module by the end of their second semester.

Students may take a maximum of 120 points, other than compulsory papers, from subjects other than management subjects.

Students usually complete 120 points a year or 60 points a semester. Level 100 papers are worth 15 points and Level 200, 300 and 400 papers are worth 20 points. At least 60 points at Level 100 must be successfully completed before taking Level 200 papers. At least 180 points, of which 60 points must be at Level 200, must be successfully completed before taking Level 300 papers. And a 499 can only be commenced after 20 papers have been successfully completed.

### Requirements for a Major

Students must take their first major within Waikato Management School (see a list of the areas of study below). A major comprises 120 points (at least six papers) above Level 100 in that subject; of which 60 of these points (at least three papers), must be above Level 200, and of which at least 40 of these points, must be above Level 300. The 13 compulsory papers cannot be counted towards a first major. If you choose not to take a second major the remaining papers can be taken from any subject (except Professional Education papers).

Please note that specific requirements for each major are described under the section entitled Qualifications and Specific Subject Requirements found in each area of study.
Requirements for a Second Major
Students may also meet the requirements for a second major within Waikato Management School, which are 120 points (at least six papers) above Level 100 in that subject, of which 60 of these points (at least three papers) must be above Level 200, and of which at least 40 of these points must be above Level 300. No paper can count towards two majors. Students taking a second major may count MNGT221 towards their second major.

Majors Outside Waikato Management School
Alternatively you may also take a second major outside Waikato Management School for your BMS degree. You must pass at least 120 points (six papers) in that subject above Level 100, plus any prerequisite papers required; at least 60 points (three papers) must be above Level 200 including any compulsory papers. Students considering taking a second major outside the School should be aware that this choice may mean that more than 26 papers are required to complete their degree. If you are considering this option you will need to discuss your programme with the relevant School/Faculty.

Note: Students should also remember they are required to complete 80 points at Level 400 as part of the BMS degree.

Areas of Study
Majors may be taken in the following areas:

- Accounting
- Economics
- Finance
- Human Resource Management
- Information Systems Management
- International Management
- Management Communication
- Manufacturing Management*
- Marketing
- Public Relations
- Strategic Management
- Supply Chain Management
- Tourism Management

*Subject to NZVCC CUAP approval, this major will be available from January 1, 2007.

499/599 Report of an Investigation
One of the key features of the BMS degree is a paper named the Report of an Investigation (or the ‘499/599’). The 499/599 investigation is a vital part of the BMS in that it gives each student experience in undertaking research in a real management environment. The 499/599 provides an important link between the theory being learnt and the application of that theory, and must be completed by all students.

A minimum of 20 papers (including the compulsory papers) must be completed before students can begin their investigation. Thirty-two weeks are allowed to complete the investigation. The 499 Report of an Investigation is only available to BMS students. The 599 Report of an Investigation is available only to BMS(Hons) students but is not compulsory to satisfy honours requirements. However, either a 499 or 599 must be completed.

Student Investigations Information
Information for getting started on a 499/599 is available from the Student Investigations Information Board at the Management Student Centre (MS1). Students can help themselves to project proposal forms, sponsor brochures, the Getting Started Guide and other up to date information. Final report forms and covers for the report are available from the counter at MSC.

All 499/599 information is also available from the website: www.mngt.waikato.ac.nz/499

Ethical Approval of Research
When students undertake research such as the 499/599 that may involve human participants as the subject of enquiry, the University requires that the Waikato Management School Ethics Committee approve such research before proceeding. The guidelines and procedures for seeking approval are available on the home page under the ‘Student Procedures & Application Forms’ heading. The site address is: www.management.ac.nz/research

BMS Honours
In the third year of the BMS, top students may qualify for entry to the highly regarded BMS Honours degree. The honours year offers students both intellectual and personal growth, is demanding and, at the same time, immensely rewarding.

For outstanding students the BMS Honours year provides an opportunity to further explore and develop areas of interest in their chosen field. It enables students to demonstrate excellence to potential employers.

Honours is considered to be a pivotal year in which students are able to synthesise ideas, develop skills and prepare for independence in their chosen field, whether in further study or paid employment.

Honours
Students with a B+ average (Grade Point Average (GPA) above 5.5) or better may apply for entry into the BMS(Hons) degree.

This degree is a 26 paper, four and a half year degree. The degree includes 120 points at Level 500, of which at least 30 points must be in the candidate’s major subject or subjects. A maximum of 30 points at Level 500 may be taken from subjects outside Waikato Management School. A 599 Report of an Investigation may be included as 30 of the 120 points taken towards this degree. However, students can also opt to take a 499 to meet the degree requirements and then take 120 points in other Level 500 papers.

The programme of study for the degree comprises 520 points at Levels 100, 200,
300, 400 and 500, including at least 400 points above Level 100, 240 points above Level 200 and 120 points at Level 500.

Students may apply for the BMS(Hons) after successfully completing 22 papers, including the successful completion of all compulsory papers up to Level 300.

A B average in the BMS(Hons) satisfies the admission requirements for the Master of Management Studies at Waikato Management School. Successful completion of the BMS(Hons) degree may also allow you direct entry into master’s degrees at other New Zealand universities.

If you complete honours successfully, the class of honours awarded is formally recognised on your degree certificate.

**How is the GPA for entry to the BMS(Hons) degree calculated?**

Your Grade Point Average (GPA) is calculated on the basis of the grades you have obtained in Level 200, 300 and 400 papers completed prior to admittance to honours.

To ensure that you will be eligible to enter the honours programme, you will need to have achieved a GPA in these papers above 5.5 (B+) for entry into the BMS(Hons) degree. More weight (2/3rds) will be placed on your performance in the papers at or above Level 3 that you have completed than on the Level 200 papers (1/3rd).

**Formula for calculating GPA:**

1. Each of the grades for Level 2, 3 and 4 papers completed are assigned a value
   
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2. Add together all the Level 200 values and divide the result by the number of Level 200 papers completed, then multiply by 0.33
3. Add together all the Level 300 and 400 values and divide the result by the number of Level 300 and 400 papers completed, then multiply by 0.67
4. Add the results from 2) and 3) together
5. If the result from 4) is above 5.5 then you are eligible to apply for the BMS(Hons) degree.

**I haven’t completed enough papers – will you still consider my application?**

If you haven’t completed enough papers at the time of your application to the honours degree, but meet the other entry criteria, you will be considered for admission. You need to apply on the application form and hand this to the Management Student Centre.

**I believe I have a special case for admission – what should I do?**

If you do not meet the listed entry criteria for the honours degree, but believe there are valid reasons why your application should be considered, then you are welcome to apply. A letter outlining the circumstances of the application is essential.

**I am considering commencing honours with a Summer School level 500 paper – what should I do?**

If you intend to commence honours with a Level 500 paper at Summer School you should apply for admission to the programme rather than wait to be invited. These students will be identified and decisions made quickly, so that the course reading may commence on time if the application is successful.

**How is the class of honours to be awarded?**

The degree may be awarded with First Class Honours, Second Class Honours (first division) or Second Class Honours (second division). If awarded, the class of honours will be determined on the basis of the candidate’s grades in the Level 500 papers.

Please contact the Management Student Centre for more information on 07 838 4303, 0800 654 303 or msc@mngt.waikato.ac.nz
Bachelor of Management Studies/Bachelor of Laws

This conjoint degree provides you with the opportunity to complete the requirements of two separate bachelor’s degrees – the Bachelor of Management Studies and the Bachelor of Laws (BMS/LLB) – over a reduced period of time. An honours programme may be included in this degree. The conjoint degree programme is recognised by the New Zealand Council for Legal Education for professional practice in law.

Management and law graduates are keenly sought for specialist legal, financial and management roles in accountancy and law firms, government departments and private business enterprises.

Admission Requirements

Entry from Year 13/Seventh Form NCEA Level 3

If you have (or expect to gain) University Entrance then you are eligible to apply for direct entry into this degree.

A selection process applies. Each applicant will be considered by the School of Law Admissions Committee on a case-by-case basis. Factors such as academic results, school and community involvement and other achievements will be taken into account. Relevant information, with supporting evidence, should be included with the applicant’s written statement.

For further information please see the section entitled University Entrance.

Entry from Year 12/Sixth Form (Discretionary Entrance)

Applicants must satisfy the numeracy and literacy requirements for university entrance and their application must be supported by their school principal or the University’s Student Recruitment Officers. Each applicant will be considered by the School of Law Admissions Committee on a case-by-case basis. Factors such as academic results, school and community involvement, and other achievements will be taken into account. Relevant information, with supporting evidence, should be included with the applicant’s written statement. We recommend that applicants from Year 12 contact the School of Law, or Student Recruitment Office, to discuss their individual circumstances.

Prerequisite Papers

Students will be required to take the paper MCOM104 Business Writing if they do not have a demonstrated strength in language skills (e.g. 14 approved credits at Level 3 NCEA in English or Māori). Students will be required to take a prerequisite mathematics paper if they have not achieved the equivalent of 14 approved credits in Level 3 Statistics and Modelling or Mathematics with Calculus.

Special Admission (20 years of age and over)

Applicants will be considered for special admission on a case-by-case basis, taking into account general experience and skills, any previous tertiary study and preparedness for tertiary study.

Transferring Students

Transferring students will need to meet the general University requirements for re-entry set down for returning students. Students will be considered for transfer from another Faculty/School within the University or another university on a case-by-case basis.

International Students

International students are welcome to apply for entry into the conjoint BMS/LLB programme. All applicants to the School of Law must provide evidence of a satisfactory level of competence in the use of the English language. A TOEFL score of 600 (with at least 5 on the test of Written English) or an IELTS score of 6.5 or above (with at least 6.0 in the written band) is considered to be evidence of such competence. Other evidence will be considered on a case-by-case basis.

The requirements for entry into the legal profession and the practice of law can vary between different countries. If you intend to practice law in a country/jurisdiction outside New Zealand we recommend you contact the legal authority in that country to ascertain their individual requirements.

The requirements to practice law in New Zealand are detailed at www.waikato.ac.nz/law or the New Zealand Law Society website: http://nz-lawsoc.org.nz/ or contact the School of Law.
Bachelor of Management Studies/Laws

**Degree Structure**

The BMS/LLB currently requires the successful completion of 40 papers. However, these regulations only apply to students who began their studies in 2003 or later. Students who began their studies before 2003 will generally complete 42 papers.

The above degree planner is indicative only, as the number of papers taken each year and the order of papers can be adapted to suit students’ individual requirements. Your proposed programme of study will be considered by the School of Law. However, please check your BMS paper selection with the Waikato Management School Student Centre.

**Degree Requirements**

This conjoint programme requires students to successfully complete a combination of law and management papers in order to meet the requirements of both degrees. Specific details regarding the requirements for the BMS can be found in the section entitled Bachelor of Management Studies. For specific details regarding the requirements for the LLB, please contact the School of Law.

*Note: Level 500 papers are only available to honours students. Papers marked with a # are shared papers i.e. they count towards both degrees.*
Shared Papers

Shared papers (indicated by # on the degree planner) are those papers that can be counted towards both degrees. The following compulsory law papers are shared:

- LAWS106 Legal Systems and Societies
- LAWS204 Contracts (counts as MNGT221)
- LAWS305 Corporate Entities (counts as ACCT322)

With the permission of the Dean of Law, LAWS 305 may be substituted with LAWS426 Commercial Transactions. However, for those studying towards the New Zealand Institute of Chartered Accountants (NZICA) requirements, it is necessary to take LAWS305 and either LAWS426 or ACCT321.

A maximum of two more papers can also be shared from the following choices:

- ACCT321 Commercial Law
- ACCT351 Taxation
- LAWS415 Transnational Business Law
- LAWS420 Employment Law
- LAWS423 Corporate Securities and Finance Law
- LAWS424 Revenue Law
- LAWS426 Commercial Transactions
- LAWS427 Competition Law
- LAWS434 Environmental Law
- LAWS435 Law and Information Technology
- LAWS437 Public International Law

If you choose not to include any of these shared papers in your degree, you must add two Level 300, or above, management papers.

Credits between the BMS and LLB

The specific law papers below can be used for credit to management papers (a maximum of two allowed).

Alternatively, papers marked * can be substituted for the equivalent Law 400 papers.

<table>
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<tr>
<th>Law Paper</th>
<th>Management Paper</th>
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<tbody>
<tr>
<td>• LAWS424 Revenue Law</td>
<td>• ACCT351 Taxation*</td>
</tr>
<tr>
<td>• LAWS426 Commercial Transactions</td>
<td>• ACCT321 Commercial Law*</td>
</tr>
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</table>

Planning Your First Year

A typical first year of study for a BMS/LLB student is:

- ACCT101 Accounting for Management
- ECON100 Business Economics and the New Zealand Economy
- LAWS106 Legal Systems & Societies
- LAWS103 Legal Method
- LAWS107 Constitutional Laws
- STAT160 Management Statistics
- STMG191 Introduction to Management

Student Allowance

Please note that if you are eligible for student allowances from StudyLink (WINZ), allowances are only available for 200 weeks, i.e. approximately five years (in a lifetime).

Honours

Students taking an honours degree or degrees will be required to take additional papers. Please note that honours admission to the degrees are separate processes and therefore admission to the BMS(Hons) degree does not also imply admission to LLB(Hons), and vice versa.

BMS Honours Programme

BMS/LLB students who wish to be considered for the BMS(Hons) must apply for admission. For further information about honours admission and regulations, please refer to the section entitled Bachelor of Management Studies.

LLB Honours Programme

Students who have successfully completed Law 2 may be invited into LLB(Hons) provided that they have obtained at least a B+ grade average in all law papers credited to the LLB degree and papers credited to the LLB degree.

Some students may be invited into the LLB(Hons) programme at the end of their Law 3 year.

If accepted into the LLB(Hons) programme, students are required to enrol in two additional Level 500 papers. Students should refer to the School of Law handbook.

For more information please refer to the School of Law website:
www.waikato.ac.nz/law
Phone: (07) 838 4167 or Freephone 0800 LAWSTUDY (0800 529 788) or
Email: lawrecp@waikato.ac.nz

Students studying towards the New Zealand Institute of Chartered Accountants (NZICA) requirements must take ACCT351 Taxation rather than LAWS424 Revenue Law and they must take the following two law papers LAWS423 Corporate Securities and LAWS427 Competition Law within their Level 400 options for the LLB. They must also take LAWS305 and either LAWS426 or ACCT321.

To satisfy New Zealand Council of Legal Education requirements, students wishing to proceed to a professional legal studies programme, and admission as a barrister and solicitor of the High Court of New Zealand, must complete the Level 400 paper Legal Ethics (10 points).
Bachelor of Management Studies/Bachelor of Science

The conjoint BMS/BSc degree has been created to meet the growing demand across the world for a new breed of ‘gold collar workers’ – industry leaders with business and science qualifications. The qualification integrates innovation, technology and science with management disciplines, so you'll develop the skills and experience you need to tackle a whole range of challenges from the lab to the boardroom.

The BMS/BSc will equip you for a career at the cutting edge of hi-tech business, the future driver of New Zealand’s economic development in a rapidly changing, globally competitive marketplace. You'll gain the skills to make sound decisions about the design and development of new technologies and how they integrate into industrial systems, while at the same time formulate good business and financial models.

The BMS/BSc gives you the opportunity to complete the requirements of two separate bachelor degrees – the Bachelor of Management Studies and the Bachelor of Science – over a reduced period of time, normally five years.

Admission Requirements

Entry from Year 13/Seventh Form

NCEA Level 3
If you have (or expect to gain) University Entrance through NCEA then you are eligible to apply for this degree. If you do not have University Entrance, your application will still be considered. For further information please see the section entitled University Entrance.

Entry from Year 12/Sixth Form (Discretionary Entrance)
Applicants will be considered for Discretionary Entrance if they have gained a total of at least 80 credits in four approved subjects at Level 2 in the NCEA with a minimum grade of merit in at least half of the achievement standards for each subject.
Applicants must also have satisfied the numeracy and literacy requirements of university entrance. Applications must be supported by the applicant’s school principal or the University’s Student Recruitment Officers.

Prerequisite Papers
Students will be required to take the paper MCOM104 Business Writing if they do not have a demonstrated strength in language skills (e.g. 14 approved credits at Level 3 NCEA in English or Māori). Students will be required to take a prerequisite mathematics paper if they have not achieved the equivalent of 14 approved credits in Level 3 Statistics and Modelling or Mathematics with Calculus.

English Language Requirements
If English is not your first language, then you will have to demonstrate proficiency in English. Your proficiency will be assessed with IELTS or TOEFL scores. There is set policy regarding the minimum score.
For additional information on admission requirements for international students, special admission, transferring students and credit from previous study, please see the section entitled Additional Admission Information.
### Degree Requirements

This conjoint programme requires students to successfully complete 35 papers consisting of a combination of management and science papers to meet the requirements of both degrees. At least 75 points at Level 100 must be successfully completed before enrolling for Level 200 papers; and at least 90 points at Level 100 must have been successfully completed before enrolling for Level 300 papers.

In order to successfully complete the BMS component of the BMS/BSc, students must enrol in Waikato Management School, gain 375 points, including 255 points above Level 100 and 80 points above Level 300, and successfully complete the requirements of a major subject. Students must also successfully complete two skills development modules. These are a Computer Competency Module (CCM), (or an appropriate computer applications course run by the Waikato Management School Information Technology team), and a Writing Competency Module (WCM), which is available to students on MyWeb. If a pass is not attained in WCM in the first semester of study, then students will be required to take a writing paper and pass the module by the end of the second semester.

In order to complete the BSc component of the BMS/BSc or the BMS(Hons)/BSc degree, students must enrol in papers in the School of Science and Engineering or the School of Computing and Mathematical Sciences and gain 275 points in science papers, including 200 points above Level 100 and 80 points above Level 200. As part of this requirement, students must successfully complete five Level 100 papers across three science subjects; and successfully complete the requirements of a major subject.

The major subjects for the BSc are: biological sciences, chemistry, computer science, earth sciences, materials and process engineering, mathematics, physics, psychology, and statistics.

Please note that student progress in the BMS/BSc is monitored throughout the programme and each school is required to approve continuation to the next year.
BMS Honours Programme
If accepted into the honours programme, students will be required to successfully complete 415 points at Waikato Management School, including 295 points above Level 100 and 120 points at Level 500.
BMS/BSc students who wish to be considered for the BMS(Hons) must apply for admission. For further information about honours admission and regulations, please refer to the section entitled Bachelor of Management Studies.

Planning Your First Year
A typical first year of study for a BMS/BSc student is:
ACCT101 Accounting for Management
ECON100 Business Economics and the New Zealand Economy
MKTG151 Introduction to Marketing and International Management
STAT160 Management Statistics
STMG191 Introduction to Management
Plus two papers in the major for your BSc and one other paper in either a science subject, computer studies, mathematics or statistics.
The Bachelor of Business Analysis in Financial Analysis (BBA(Fin)) is a new three year degree that enables students to focus on quantitative areas of management. The degree requires a core of business papers, papers in quantitative methods, and a major in accounting, economics or finance.

This degree also allows the possibility of taking papers in subjects outside Waikato Management School, for example, in statistics or mathematics.

Please note that the offering of this qualification is subject to NZVCC CUAP approval. Subject to this approval this qualification will be available from January 1, 2007.

Admission Requirements

Entry from Year 13/Seventh Form

NCEA Level 3

If you have (or expect to gain) University Entrance through NCEA then you are eligible to apply for this degree. If you do not have University Entrance, your application will still be considered.

Entry from Year 12/Sixth Form (Discretionary Entrance)

Applicants will be considered for Discretionary Entrance if they have gained a total of at least 80 credits in four approved subjects at Level 2 in the NCEA with a minimum grade of merit in at least half of the achievement standards for each subject.

Applicants must also satisfy the numeracy and literacy requirements of university entrance. Applications must be supported by the applicant’s school principal or the University’s Student Recruitment Officers.

Prerequisite Papers

Students will be required to take the paper MCOM104 Business Writing if they do not have a demonstrated strength in language skills (e.g. 14 approved credits at Level 3 NCEA in English or Māori). Students will be required to take a prerequisite mathematics paper if they have not achieved the equivalent of 14 approved credits in Level 3 Statistics and Modelling or Mathematics with Calculus.

English Language Requirements

If English is not your first language, then you will have to demonstrate proficiency in English. Your proficiency will be assessed with IELTS or TOEFL scores. There is set policy regarding the minimum score.

Students who do not expect to meet these admission requirements should consult Management Student Centre staff who may be able to design a programme to enable them to still enjoy the benefits of education within Waikato Management School.

For additional information on admission requirements for international students, special admission, transferring students and credit from previous study, please see the section entitled Additional Admission Information.
**Bachelor of Business Analysis – Financial**

### BBA(Fin) Planner

| YEAR 1 | | | | | |
| --- | --- | --- | --- | --- |
| | **Accounting for Management** | **Business Economics and the New Zealand Economy** | **Management Mathematics** | **Information Systems and Supply Chain Management** |
| | ACCT101 | ECON100 | MATH166 | MSYS111 |
| | | | | |
| YEAR 2 | **Macroeconomics and the Global Economy** | **Finance** | | |
| | ECON200 | FINA201 | | |
| | | | | |
| YEAR 3 | | | | |

- **Compulsory papers**
- **First major**
- **Elective papers**

*Note: Students considering taking a second major, in a subject outside those listed as major subjects for the degree, may need to take a year one elective paper at Level 200.

### Timeframe

The BBA(Fin) degree requires three years of full-time study or the equivalent in part-time study. However, taking summer school papers can shorten this time.

### Degree Requirements

To complete the BBA(Fin) degree, students are required to successfully complete 360 points. At least 240 points must be above Level 100 and at least 80 points must be above Level 200. Students are also required to successfully complete at least 40 points above Level 100 outside the major. Students must pass the degree’s compulsory papers and complete a major in accounting, economics or finance. Students must also successfully complete two skills development modules. These are a Computer Competency Module (CCM), (or an appropriate computer applications course run by the Waikato Management School Information Technology team), and a Writing Competency Module (WCM), which is available to students on MyWeb. If a pass is not attained in WCM in the first semester, then students will be required to take a writing paper and pass the module by the end of their second semester.

Students may take a maximum of 80 points, other than compulsory papers, from subjects other than management subjects, unless they’re completing a second major outside Waikato Management School.

At least 60 points at Level 100 must be successfully completed before taking Level 200 papers. At least 180 points, of which 60 points must be at Level 200, must be successfully completed before taking Level 300 papers.

### Requirements for a Major

Students must take their first major in accounting, economics or finance. A major comprises 120 points above Level 100 in that subject, of which 60 of these points must be above Level 200. The specific requirements for each major are described under the section entitled Qualifications and Specific Subject Requirements found in each area of study. When completing first majors in the BBA(Fin) the following papers are required:

- For accounting: ACCT313 Accounting Information Technology and Systems
- For Economics: ECON204 Quantitative Methods for Economics and Finance
- For Finance: FINA415 Computer Modelling in Finance

A first major in the BBA(Fin) must also include an applied project, work experience or business applications paper. The following papers will satisfy this requirement in 2007:

- For Accounting: ACCT399 or ACCT412
- For Economics: ECON399
- For Finance: FINA399 or FINA306

Further papers satisfying this requirement will be introduced for 2008.

### Requirements for a Second Major

Students may also meet the requirements for a second major, which are 120 points above Level 100 in that subject, of which 60 of these points must be above Level 200. No paper can count towards two majors. Students taking a second major may count ECON200 towards their first major in Economics, and FINA201 towards their first major in Accounting or Finance.

Students considering taking a second major, in a subject outside those listed as
Majors Outside Waikato Management School

You may also take a second major outside Waikato Management School for your BBA(Fin) degree. You must pass at least 120 points in that subject above Level 100, plus any prerequisite papers required. At least 60 points must be above Level 200 including any compulsory papers.

Students considering taking a second major outside the school should be aware that this choice may mean that more than 360 points are required to complete their degree. If you are considering this option you will need to discuss your programme with the relevant School/Faculty.

Areas of Study

First majors must be taken in the following areas:

• Accounting
• Economics
• Finance

Bachelor of Business Analysis Honours – Financial (BBA(Hons)(Fin))

The BBA(Hons)(Fin) provides a one year graduate level degree for those who have completed the corresponding three year undergraduate degree. A B+ average in the specialist subject area is required to be admitted to this programme.

Students will be required to successfully complete 120 points at Level 500 of which at least 60 points will be in one of the main subjects accounting, economics or finance.

Please note that specific requirements for each major are described under the section entitled Qualifications and Specific Subject Requirements found in each area of study.
Bachelor of Electronic Commerce

The Bachelor of Electronic Commerce (BCom) was the first electronic commerce degree in New Zealand and provides students with a sound understanding of and skills in both the technical and management areas of electronic commerce. Through the industry work experience papers you gain practical industry experience in electronic commerce, which is highly valued by employers.

Admission Requirements

Entry from Year 13/Seventh Form

NCEA Level 3
If you have (or expect to gain) University Entrance through NCEA then you are eligible to apply for this degree. If you do not have University Entrance, your application will still be considered. For further information please see the section entitled University Entrance.

Entry from Year 12/Sixth Form (Discretionary Entrance)
Applicants will considered for Discretionary Entrance if they have gained a total of at least 80 credits in four approved subjects at Level 2 in the NCEA with a minimum grade of merit in at least half of the achievement standards for each subject. Applicants must have also satisfied the numeracy and literacy requirements of university entrance. Applications must be supported by the applicant’s school principal or the University’s Student Recruitment Officers.

Prerequisite Papers
Students will be required to take the paper MCOM104 Business Writing if they do not have a demonstrated strength in language skills (e.g. 14 approved credits in Level 3 NCEA in English or Māori). Students will be required to take a prerequisite mathematics paper if they have not obtained 14 approved credits in Level 3 NCEA Statistics and Modelling or Mathematics with Calculus.

English Language Requirements
If English is not your first language, then you will have to demonstrate proficiency in English. Your proficiency will be assessed with IELTS or TOEFL scores. There is set policy regarding the minimum score.

For additional information on admission requirements for international students, special admission, transferring students and credit from previous study, please see the section entitled Additional Admission Information.
### Bachelor of Electronic Commerce (BECom) Planner

**YEAR 1**
- **Practical Programming**: COMP153
- **Communication and Cyberspace**: MCOM102
- **Introduction to Marketing and International Management**: MKTG151
- **Information Systems and Supply Chain Management**: MSYS111
- **The World of Electronic Commerce**: MSYS121
- **Introduction to Management**: STMG191

**YEAR 2**
- **Database Practice and Experience**: COMP219
- **Electronic Finance**: FINA202
- **Information Technology in Organisations**: MSYS212

**YEAR 3**
- **Legal Issues in E-Commerce**: ACCT324
- **Electronic Commerce Field Project**: MSYS319
- **Electronic Commerce: Competing on the Edge**: STMG346

*Industry work experience paper usually taken in the summer between the second and third year of study*

### Timeframe
The Bachelor of Electronic Commerce (BECom) normally takes three years of full-time study. Study can also be part-time.

### Degree Requirements
To complete the BECom degree, students are required to successfully complete 360 points. At least 240 points must be above Level 100 and at least 80 points must be above Level 200. As part of this requirement, students must pass the degree's compulsory papers. Students must also successfully complete two skills development modules; these are a Computer Competency Module (CCM), (or an appropriate computer applications course run by the Waikato Management School Information Technology team), and a Writing Competency Module (WCM), which is available to students on MyWeb. If a pass is not attained in WCM in the first semester of study, then students will be required to take a writing paper and pass the module by the end of their second semester.

Students may take a maximum of 80 points, other than compulsory papers, from subjects other than management subjects, unless they are completing a second major outside Waikato Management School.

Students usually complete 120 points a year or 60 points a semester. Level 100 papers are worth 15 points and Level 200, 300 and 400 papers are worth 20 points.

At least 60 points at Level 100 must be successfully completed before taking Level 200 papers. At least 180 points, of which 60 points must be at Level 200, must be successfully completed before taking Level 300 papers.

### Completion Notes
These regulations apply to students beginning their studies in 2007. Please note for previous students:

- Students who began their studies prior to 2007 need to meet all the regulations for a particular year, usually those for the year in which they first enrolled in the qualification. (Refer to previous Waikato Management School Student Handbooks which are available on-line at www.management.ac.nz/publications).

### Requirements for a Major
Students must take 120 points above Level 100 of which 60 points must be above Level 200. The 12 compulsory papers cannot be counted towards a major.

### Areas of Study
The BECom has eight majors:
- Accounting
- Economics
- Electronic Commerce Technology
- Entrepreneurship and Innovation*
- Finance
- Information Systems Management
- Marketing and Communication
- Supply Chain Management

*Subject to NZVCC CUAP approval this major will be offered from January 1, 2007.
Industry Work Experience Papers

There is an industry placement/experience component of the BECom degree, which consists of two papers: an optional paper at Level 200 (MSYS219 Electronic Commerce Industry Experience), and a compulsory paper at Level 300 (MSYS319 Electronic Commerce Field Project).

BECom(Hons)

The BECom(Hons) degree provides a bridge into further academic study in the electronic commerce area at the masters or PhD level.

Students may be accepted into this degree on successful completion of a BECom degree, or a qualification considered equivalent by the Academic Board, with an academic average of B+ or better.

Students will be required to take 120 points at Level 500, including a research methods paper, a one paper dissertation and two additional taught Level 500 papers in areas related to electronic commerce. The degree may be started in either A or B semester and is normally completed in one calendar year.

The BECom(Hons) degree will allow students to investigate in-depth an academic area of electronic commerce of interest to them. Because of the focus on further academic study, the degree includes a research methods paper to introduce students to the processes and techniques of conducting and publishing academic research. The methods paper is normally completed before undertaking the other required paper – a one paper dissertation (591) – in which the students, under the guidance of an academic supervisor, will devise and design a research project in the electronic commerce area. The dissertation work will usually involve the development of a literature review, selection of appropriate research methodology and the design and execution of field data collection. This work is then followed by analysis of the data collected and the write-up of the dissertation.

Any enquiries about this degree should be directed to the Management Student Centre (MSC), email msc@mngt.waikato.ac.nz or phone (07) 838 4303 or 0800 654 303. Specific academic enquiries about the degree can be directed to Professor Bob J. McQueen, Phone (07)838 4126 or email bmcqueen@mngt.waikato.ac.nz.
Bachelor of Communication Studies

The Bachelor of Communication Studies (BCS) degree combines subjects from Waikato Management School and the Faculty of Arts and Social Sciences. This degree equips students with the knowledge and skills required for a variety of careers involving the communication industries, advertising, management, marketing, media, public relations and other professions. A distinguishing feature of the Waikato BCS is its combination of arts and management perspectives on communication. This ensures that graduates are not only creative, but are also able to strategically manage the internal and external communication needs of organisations in the corporate, government and not-for-profit sectors. The BCS includes compulsory papers in the media, communication technologies, the creative industries, linguistics and corporate communication.

Admission Requirements

Entry from Year 13/Seventh Form

NCEA Level 3

If you have (or expect to gain) University Entrance through NCEA then you are eligible to apply for this degree. If you do not have University Entrance, your application will still be considered. For further information please see the section entitled University Entrance.

Entry from Year 12/Sixth Form (Discretionary Entrance)

Applicants will be considered for Discretionary Entrance if they have gained a total of at least 80 credits in four approved subjects at Level 2 in the NCEA with a minimum grade of merit in at least half of the achievement standards for each subject.

Applicants must have also satisfied the numeracy and literacy requirements of university entrance. Applications must be supported by the applicant’s school principal or the University’s Student Recruitment Officers.

Prerequisite Papers

Students will be required to take the paper MCOM104 Business Writing if they do not have a demonstrated strength in language skills (e.g. 14 approved credits in NCEA Level 3 English, Māori or Media Studies).

English Language Requirements

If English is not your first language, then you will have to demonstrate proficiency in English. Your proficiency will be assessed with IELTS or TOEFL scores. There is set policy regarding the minimum score.

For additional information on admission requirements for international students, special admission, transferring students and credit from previous study, please see the section entitled Additional Admission Information.
Bachelor of Communication Studies

Note: For those students completing a second major, MCOM220 Communication Theory may be counted as 20 of the 120 points required for the second major. Students taking one major only must complete 120 points above Level 100 not including MCOM220. (Please refer below).

*Please also note that students considering taking a second major, in a subject outside those listed as major subjects for the degree, may need to take a year one elective paper at Level 200.

Timeframe

The Bachelor of Communication Studies (BCS) normally takes three years of full-time study. Study can also be part-time.

Degree Requirements

To complete the BCS degree, students are required to successfully complete 360 points. At least 240 points must be above Level 100 and at least 80 points must be above Level 200. Students are also required to successfully complete at least 40 points above Level 100 outside the major.

In addition, Waikato Management School students who are majoring in either management communication, marketing and/or public relations must successfully complete the Waikato Management School Writing Competency Module (WCM), which is available to students on MyWeb. If a pass is not attained in WCM in the first semester of study, then students will be required to take a writing paper and pass the module by the end of their second semester.

Students may take a maximum of 80 points, other than compulsory papers, from subjects outside of the subjects listed for this degree, unless they are completing a second major.

Students usually complete 120 points a year or 60 points a semester. Level 100 papers are worth 15 points and Level 200, 300 and 400 papers are worth 20 points. At least 60 points at Level 100 must be successfully completed before taking Level 200 papers. At least 180 points, of which 60 points must be at Level 200, must be successfully completed before taking Level 300 papers.

Completion Notes

Please note: These regulations apply to students beginning their studies in 2007. Students who began their studies prior to 2007 need to meet all the regulations for a particular year, usually those for the year in which they first enrolled in the qualification. (Refer to previous Waikato Management School Student Handbooks which are available on-line at www.management.ac.nz/publications).

Requirements for a Major

Students must take 120 points above Level 100 of which 60 points must be above Level 200. Please see the section entitled Qualification and Specific Subject Requirements for details of the papers required for your major.

Requirements for a Second Major

Students may also meet the requirements for a second major which are 120 points above Level 100 of which 60 points must be above Level 200. No papers may count towards two majors. Students who take a second major from the major subjects listed for this degree may count MCOM220 Communication Theory as one of the papers towards their second major.

Note: If MCOM220 is counted toward a second major no more than two other Level 200 papers should be taken toward this major.
Students considering taking a second major, in a subject outside of those listed as major subjects for the degree, must need to take a year one elective paper of Level 200.
If you choose not to take a second major, the remaining papers can be taken from any subject (except Professional Education papers).

Areas of Study
The BCS has three majors that may be taken through Waikato Management School:
• Management Communication
• Marketing
• Public Relations
Please see the appropriate area of study for details about the requirements of these majors.
There are three majors that may be taken through the Faculty of Arts and Social Sciences:
• English Studies
• Linguistics
• Media Studies

English Studies
The following papers are compulsory:
ENGL217 Writing and Audience
and either ENGL316 Literary Theory or NZST300 Writing Identity
The remaining papers may be chosen from the following list of electives:
ENGL201 Medieval Literature: An Introduction
ENGL202 Shakespeare’s Theatre
ENGL203 Global Fictions
ENGL204 Comedy
ENGL205 New Zealand Literature 2
ENGL207 Biblical and Classical Backgrounds
ENGL208 American Literature 2: Gods and Monsters
ENGL214 An Introduction to the History of the English Language
ENGL224 Irish and Scottish Literature: an Introduction
ENGL240 Romanticism
ENGL301 Historical Linguistics
ENGL308 American Literature 3
ENGL309 Victorian Literature
ENGL315 Modern Scottish Literature: An Introduction
ENGL316 Literary Theory
ENGL321 The Gothic Mode: Text and Theory
ENGL390 Directed Study
NZST300 Writing Identity
THST207 Theatre Aotearoa/New Zealand

Linguistics
The following papers are compulsory:
LING231 General Linguistics
LING302 Language Typology
LING304 Language in Society
(Note: LING131 Describing Language is a prerequisite for these papers).
The remaining papers may be chosen from the following list of electives:
ENGL14 An Introduction to the History of English Language
FREN205 French Linguistics
LING200 The Languages of Europe
LING203 Anthropological Linguistics
LING204 Issues in Applied Linguistics
PHIL204 Language and Communication
LING301 Historical Linguistics
LING305 Ngā Reo o te Moana-nui-ā-Kiwa
LING306 An Introduction to Skills-Based Second Language Teaching and Learning
LING390 Directed Study
ALED322 Language and Cognition in Life

Media Studies
The following papers are compulsory:
SMST207 Media and Society 2: Media Research
SMST305 Media and Society 3: Local and Global
It is recommended that students take:
SMST101 Screen Studies 1: The Moving Image
The remaining papers may be chosen from the following list of electives:
CHIN204 Film Media and Culture in China
MUSI240 Screen Music Composition
PHIL219 Media Ethics
POL200 Politics and the Media
SMST201 Aotearoa/New Zealand Screen
SMST208 European Media
SMST209 Gender, Sex and Representation
SMST213 Digital Cultures
SMST214 Screen Studies 2: World Media
SMST215 American Media
SMST216 Television: Medium, Narrative and Audience
SOCY202 Popular Culture
JAPA307 Modern Japanese Popular Culture and Media
SMST302 Screen Studies 3: Screen Theory
SMST306 Documentary Screen
SMST311 Screen, Spirituality and Culture
SMST313 Screen and Media Internship
Note: Not all papers are offered every year; please see the FASS Handbook 2007 for availability. For further information contact the Faculty of Arts and Social Sciences. Ph: (07) 838 4080

399 Communication Investigation in the Workplace

BCS students studying for a double major combining any two of Waikato Management School majors (management communication, marketing, and public relations) are able to undertake a ‘Communication Investigation in the Workplace’ (or the ‘399’). This paper gives students experience in working and undertaking research in a real management environment. The 399 is taken in the B semester of the third year of the BCS following completion of MCOM398 – Careers and Communication Consulting Methods or MKTG352 Market Research (students intending to take a Marketing 399 should discuss their proposed topic with the Marketing Department 399 coordinator at the end of their second year to determine whether MKTG352 Market Research is a more appropriate methodology paper).

School/Faculty Enrolment Options

Students may choose to enrol in either Waikato Management School or the Faculty of Arts and Social Sciences. As a guide, students who choose to major in management communication, marketing or public relations will normally enrol in Waikato Management School. Students who choose English studies, linguistics, or media studies will normally enrol in the Faculty of Arts and Social Sciences. Students who choose two major subjects from a different Faculty/School, may choose to enrol in either Faculty/School.

BCS Honours

The BCS Honours degree follows on from the majors taken in the BCS degree. Each subject already forms part of a recognised field of study and has a specified programme which takes account of papers previously passed in the BCS degree. Students will normally complete the BCS Honours degree within one year of full-time study, or the equivalent in part-time study, by passing 120 points at Level 500.

In order to enrol in the BCS Honours, students must have successfully completed their BCS degree at the University of Waikato, or a qualification considered equivalent by the Academic Board. They should also normally have a B+ grade average in the major subject that they intend to take at honours level and a B+ grade average in any other four papers above Level 100 credited to the BCS.

Areas of Study for Honours

The major subjects for the honours degree that may be taken within Waikato Management School are:

- Management Communication
- Marketing
- Public Relations

Please see the appropriate area of study for details about the requirements of these majors.

The major subjects for the honours degree that may be taken within the Faculty of Arts and Social Sciences are:

- English Studies
- Media Studies

Please contact the Faculty of Arts and Social Sciences for details about the requirements of these majors.

Class of Honours

The degree may be awarded with First Class Honours, Second Class Honours (first division) Second Class Honours (second division), or Third Class Honours. If awarded, the class of honours will be determined on the basis of the candidate’s grades in the Level 500 papers.
Bachelor of Tourism

The Bachelor of Tourism (BTour) is an interdisciplinary degree combining resources from a range of teaching and research areas within Waikato Management School and the Faculty of Arts and Social Sciences.

The BTour degree focuses on developing a responsive approach to the needs of the industry in New Zealand and overseas by encouraging you to develop both a constructive and critical understanding of tourism, its constituent parts, impacts and management.

Admission Requirements

Entry from Year 13/Seventh Form

NCEA Level 3
If you have (or expect to gain) University Entrance through NCEA then you are eligible to apply for this degree. If you do not have University Entrance, your application will still be considered. For further information please see the section entitled University Entrance.

Entry from Year 12/Sixth Form (Discretionary Entrance)
Applicants will be considered for Discretionary Entrance if they have gained a total of at least 80 credits in four approved subjects at Level 2 in the NCEA with a minimum grade of merit in at least half of the achievement standards for each subject.
Applicants must have also satisfied the numeracy and literacy requirements of university entrance. Applications must be supported by the applicant’s school principal or the University’s Student Recruitment Officers.

Prerequisite Papers
Students will be required to take the paper MCOM104 Business Writing if they do not have a demonstrated strength in language skills (e.g. 14 approved credits in NCEA Level 3 English or Māori).

English Language Requirements
If English is not your first language, then you will have to demonstrate proficiency in English. Your proficiency will be assessed with IELTS or TOEFL scores. There is set policy regarding the minimum score.
For additional information on admission requirements for international students, special admission, transferring students and credit from previous study, please see the section entitled Additional Admission Information.

Articulation
Waikato Management School has developed a credit arrangement with the Bay of Plenty Polytechnic in Tauranga to enable students completing a prescribed package of New Zealand Diploma in Business papers, (with a B grade average), to transfer papers that are the equivalent of one year’s credit to the BTour.
Students taking a Waikato Management School major should complete ACCT101 Accounting for Management in their first year of study. Please also note that students taking a second major may need to take one of the year one elective papers at Level 200.

Bachelor of Tourism students may have the option of taking part in the Woosong Summer Programme. This involves a visit to Korea to study practical aspects of tourism in that context. Students cannot formally enrol in the programme and must pay for the cost of the trip themselves (costs will not be covered by their student loan). However, students who do satisfactorily complete the programme will receive one unspecified Level 100 credit towards their degree. For further details of the Woosong Summer Programme refer to Tim Lockyer MSB3.41, lockyer@waikato.ac.nz

Timeframe
The Bachelor of Tourism (BTour) normally takes three years of full-time study. Study can also be part-time.

Degree Requirements
To complete the BTour degree students are required to successfully complete 360 points. At least 240 points must be above Level 100 and at least 80 points must be above Level 200. Students are also required to successfully complete 40 points above Level 100 outside the major.

In addition, Waikato Management School students who are majoring in tourism management or hospitality management must successfully complete the Waikato Management School Writing Competency Module (WCM), which is available to students on MyWeb. If a pass is not attained in WCM in the first semester of study, then students will be required to take a writing paper and pass the module by the end of their second semester.

Students usually complete 120 points a year or 60 points a semester. Level 100 papers are worth 15 points and Level 200, 300 and 400 papers are worth 20 points. At least 60 points at Level 100 must be successfully completed before taking Level 200 papers. At least 180 points, of which 60 points must be at Level 200, must be successfully completed before taking Level 300 papers.

Students may take a maximum of 80 points, other than compulsory papers, from subjects other than those listed for this degree, unless they are completing a second major outside of the subjects listed for this degree.

Completion Notes
Please note: These regulations apply to students beginning their studies in 2007. Students who began their studies prior to 2007 need to meet all the regulations for a particular year, usually those for the year in which they first enrolled in the qualification. (Refer to previous Waikato Management School Student Handbooks which are available on-line at www.management.ac.nz/publications).

Requirements for a Major
The degree has three majors, from which you must select at least one.

Students must take 120 points above level 100, of which 60 of these points, must be above Level 200.

Note: Compulsory papers cannot be counted towards a major.

Requirements for a Second Major
Students may take a second major of 120 points above Level 100, of which 60 of these points must be above Level 200. If a second major is completed then TOMG390 may be taken in place of TOML301 for the first major.
Students taking a second major may need to take one of the year one elective papers at Level 200.
If you choose not to take a second major then the remaining papers may be taken from any subject (except Professional Education papers).

Areas of Study
The BTour has two majors that may be taken through Waikato Management School:
• Tourism Management
• Hospitality Management

Prerequisite Paper
Please note that students taking a Waikato Management School major should take ACCT101 in their first year of study.

The BTour has one major that may be taken through the Faculty of Arts and Social Sciences:
• Tourism Resources, Impacts and Planning (TRIP)

Tourism Resources, Impacts and Planning (TRIP)
The following papers are compulsory:
GEOG224 Tourism Environments
TOST201 Tourism Impacts
TOST300 The Social Construction of Tourism and Tourists
TOST306 Geographies of Tourism Planning and Development
and 20 points from the following list of electives:
ANTH201 Race and Ethnicity
ANTH202 Polynesian Ethnography
GEOG206 Principles of Environmental Planning
GEOG209 Contemporary Cultural Geographies
GEOG210 Regional Geography: Pacific Islands/SE Asia
GEOG219 Māori Lands and Communities
GEOG228 Information Technology and Cartography
SPLS209 Adventure Programming
and 20 points from the following list of electives:
ANTH300 Culture and Power in the Pacific
GEOG306 Hazards, Risk and Impacts
SPLS309 Leisure Experiences in the Outdoors

Note: It is recommended that students taking this major take GEOG103 Resources and Environment in their first year of study.

For further information contact the Faculty of Arts and Social Sciences, Ph (07) 8384080.

School/Faculty Enrolment Options
Students may choose to enrol in either Waikato Management School or the Faculty of Arts and Social Sciences. As a guide, students who choose to major in tourism management or hospitality management will normally enrol in Waikato Management School. Students who choose tourism resources, impacts and planning normally enrol in the Faculty of Arts and Social Sciences.

BTour Honours
The BTour Honours degree provides a first year of graduate study that follows on from the BTour. In the BTour Honours degree the majors tourism management and hospitality management are combined to form a single subject, tourism and hospitality management.
Students will normally complete the BTour Honours degree within one year of full-time study, or the equivalent in part-time study, by passing 120 points at Level 500.
In order to enrol in the BTour Honours degree, students must have completed their BTour at the University of Waikato, or a qualification considered equivalent by the Academic Board. They should also normally have a B grade point average across all papers.

Areas of Study for Honours
The major subject that may be taken through Waikato Management School is:
• Tourism and Hospitality Management
Please refer to the section entitled Tourism Management for further details about the requirements of this major.
The major subject that may be taken through the Faculty of Arts and Social Sciences is:

Tourism Resources, Impacts and Planning
The following paper is compulsory:
GEOG521 Advanced Tourism Research
and 30 points from the following list of electives:
ANTH512 Informal Economy
ANTH513 Ethnic Boundaries and Cultural Discourses
ANTH514 Recent Ethnic Conflicts
ANTH515 Ethnographic Research
ANTH516 Anthropology of Pacific Tourism
ANTH589 Directed Study
ANTH590 Directed Study
ENVP504 Planning Policies and Process
ENVP505 Māori Planning and Resource Management
GEOG505 Environmental Planning Theory
GEOG507 International Migration Issues
GEOG515 Māori Geography
GEOG516 Advanced Development Studies
GEOG590 Directed Study
and 60 points from the following list of electives:
ANTH512 Informal Economy
ANTH513 Ethnic Boundaries and Cultural Discourses
ANTH514 Recent Ethnic Conflicts
ANTH515 Ethnographic Research
ANTH516 Anthropology of Pacific Tourism
ANTH589 Directed Study
Bachelor of Tourism

ANTH590  Directed Study
ENVP504  Planning Policies and Process
ENVP505  Māori Planning and Resource Management
GEOG505  Environmental Planning Theory
GEOG507  International Migration Issues
GEOG515  Māori Geography
GEOG516  Advanced Development Studies
GEOG590  Directed Study
SPLS503  Leisure, Adventure and the Outdoors
SSRP503  The Conduct of Social Science Research: Qualitative Research
SSRP504  The Conduct of Social Science Research: Survey Research
TOMG501  International Tourism and Hospitality Marketing
TOMG502  Tourism Development and the Environment
TOMG504  Special Interest Tourism
DEVS504  Comparative State Policies and Indigenous Development

(Subject to the approval of the convenor of the TRIP programme and the relevant departmental Graduate Advisors).

Note: Please see the FASS Handbook for availability of these papers.
For further information contact the Faculty of Arts and Social Sciences.
Ph: (07) 8384080.
Certificates and Diplomas

Certificate in Management and Diploma in Management

Certificates and diplomas provide university qualifications that require a relatively short period of study and are targeted to meet particular educational needs. They can also provide a pathway to future study.

Waikato Management School offers a Certificate in Management (subject to NZVCC CUAP approval) and a Diploma in Management (subject to NZVCC CUAP approval) that are offered in several specialised areas.

A Certificate in Communication Studies and a Certificate in Tourism and a Diploma in Communication Studies and a Diploma in Tourism are also available (subject to NZVCC CUAP approval).

The Certificate in Management can be taken in electronic commerce, financial analysis, management studies, and Te Koringa – sustainable Māori Enterprise.

The Diploma in Management represents the second stage of undergraduate study, corresponding to the second year of a degree programme. It can be taken in electronic commerce, financial analysis, and management studies.

The Diploma in Communication Studies and the Diploma in Tourism also represent the second stage of undergraduate study, corresponding to the second year of a degree programme.

Admission Requirements

Students are required to meet the university admission requirements for an undergraduate qualification. Further information on these requirements can be found in the University Calendar (http.calendar.waikato.ac.nz) which is published annually.

For admission into the diploma, students are also required to have a relevant certificate qualification, or evidence of training, experience and ability that makes a candidate suitable for undergraduate study at the diploma level, as deemed by the University's Academic Board.

Admission to a certificate or diploma does not automatically imply admission to particular papers. The prerequisites for the papers taken in a certificate or diploma must also be satisfied. In some cases this may mean that students will need to complete more than the minimum number of papers required for the certificate or diploma. Such extra requirements will most often apply if the student has little or no background in the subject area.

Timeframe

The Certificate in Management (subject to NZVCC CUAP approval) and the Diploma in Management (subject to NZVCC CUAP approval) each require one year full-time study or its equivalent in part-time study.

General Requirements for a Certificate in Management

A Certificate in Management requires 120 points at Level 100 or above in the certificate fields. Students must gain at least 90 points in the field of management, which incorporates all undergraduate subjects offered by Waikato Management School.

Certificate in Management Endorsements

Students satisfying the following requirements will have their certificate or diploma endorsed to indicate the specialisation completed. In Waikato Management School these specialisations relate to the requirements of particular degree programmes. Students who intend to use the certificate or diploma they are completing to provide a pathway to a particular degree should seek the advice of the Management Student Centre to ensure that the programme they are selecting will meet the requirements of the degree they are considering.

Requirements for Specialisations

In addition to the general requirements, the programme chosen must satisfy the requirements for one of the following specialisations:

**Electronic Commerce**
At least 75 points from the Level 100 and Level 200 compulsory papers for the Bachelor of Electronic Commerce (BCom).

**Financial Analysis**
At least 75 points from the Level 100 and Level 200 compulsory papers for the Bachelor of Business Analysis – Financial (BBA(Fin)).

**Management Studies**
At least 75 points from the Level 100 and Level 200 compulsory papers for the Bachelor of Management Studies (BMS).

**Te Koringa – Sustainable Māori Enterprise**
The following papers are compulsory:
- **ACCT101** Accounting for Management (Te Takotoranga o Ngā Kaute)
- **ECON100** Business Economics and the New Zealand Economy (Te Herenga Rawa me Aotearoa)
- **MAOR100** The Māori Language and its Customs (Te Reo Māori me ona Tikanga)
- **MCOM133** Introduction to Corporate Communication
- **MKTG151** Introduction to Marketing and International Management (Te Mākete me ona Huarahi ki Tāwāhi)
- **MPDV100** Introduction to Development Studies (Te Whanaketanga)
- **MSYS111** Information Systems and Supply Chain Management (Ngā Pūtake whaka mōhio)
- **STMG191** Introduction to Management (Te Whakahaerenga)

Requirements for a Certificate in Communication Studies

A Certificate in Communication Studies requires 120 points at Level 100 or above in the field of communication studies, including at least 75 points from the Level
Certificates and Diplomas

100 compulsory papers for the Bachelor of Communication Studies (BCS).

With the approval of the Dean, up to 30 points may be included from other fields for the certificate. The field of communication studies will include papers in all the subjects offered for the BCS.

Requirements for a Certificate in Tourism

A Certificate in Tourism requires 120 points at Level 100 or above in the field of tourism including at least 75 points from the Level 00 and Level 200 papers for the Bachelor of Tourism (BTour).

With the approval of the Dean, up to 30 points may be included from other fields for the certificate. The field of tourism will include papers in all the subjects offered for the Bachelor of Tourism.

General Requirements for a Diploma in Management

A Diploma in Management requires 120 points at Level 100 or above, of which 80 points must be at Level 200 or above, in the diploma fields. Students must gain at least 80 points in the field of management, which incorporates all undergraduate subjects offered by Waikato Management School.

At least 60 points at Level 100 must be successfully completed before taking any Level 200 papers, in this or a prior qualification.

Candidates must also demonstrate competency in computing and in writing through the completion of the Computing and Writing Competency Modules offered by Waikato Management School.

Where compulsory papers have been completed in a prior qualification, students may substitute papers from:

- the subjects offered for the Bachelor of Electronic Commerce (BCom), in the field of management, as necessary to satisfy the requirement for a specialisation in electronic commerce
- accounting, economics and finance, as necessary, to satisfy the requirement for a specialisation in financial analysis
- the subjects offered for the Bachelor of Management Studies (BMS), in the field of Management, as necessary to satisfy the requirement for a specialisation in management studies

Requirements for Specialisations

In addition to the general requirements, the programme chosen must satisfy the requirements for one of the following specialisations:

Electronic Commerce

At least 80 points at Level 200 or above from subjects offered for the Bachelor of Electronic Commerce (BCom) including COMP119, FINA202 and MSYS212. If MSYS121 has not been completed previously, it must be taken as part of this qualification.

Financial Analysis

At least 80 points at Level 200 or above from the subjects accounting, economics and finance, including ECON200 and FINA201. If the following Bachelor of Business Analysis – Financial (BBA(Fin)) compulsory papers have not been taken, then they must be taken as part of this qualification; ECON100 and ACCT101.

Management Studies

At least 80 points at Level 200 or above from the compulsory papers for the Bachelor of Management Studies (BMS).

Requirements for a Diploma in Communication Studies

A Diploma in Communication Studies requires 120 points at Level 100 or above, including 80 points at Level 200 or above from the field of communication studies. At least 80 points at Level 200 or above of the 120 points must be from subjects offered for the Bachelor of Communication Studies (BCS) including MCOM220, and at least 40 points must be taken in one subject area offered for the BCS.

If the following BCS compulsory papers have not been completed previously, then they must be taken as part of this qualification, or before this qualification is completed: LING132, MCOM102, MCOM133 and SMST102. Where compulsory papers have been completed in a prior qualification students may substitute papers from subjects offered for the BCS as necessary to satisfy the requirements for the diploma.

Up to 40 points may be included from other undergraduate fields.

Before taking a Level 200 paper, students must have completed at least 45 points at Level 100 in this or a prior qualification.

Requirements for a Diploma in Tourism

Diploma in Tourism (Tourism Management)

120 points at Level 100 or above, including 80 points at Level 200 or above from the field of tourism.

The following papers are compulsory:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOMG200</td>
<td>Tourism Management and the Environment</td>
</tr>
<tr>
<td>TOMG202</td>
<td>Managing Tourism Demand and Behaviour</td>
</tr>
<tr>
<td>TOMG203</td>
<td>Tourism Package Operations</td>
</tr>
</tbody>
</table>

If at least two of the following three compulsory papers for the Bachelor of Tourism have not been completed previously, then they must be taken as part of this qualification, or before this qualification is completed: TOMG100, TOMG101 and TOST100.

Up to 30 points may be included from other undergraduate fields.

Before taking a paper at Level 200, students must have completed at least 45 points at Level 100.

Diploma in Tourism (Hospitality Management)

120 points at Level 100 or above including 80 points at Level 200 or above from the field of tourism.

The following papers are compulsory:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOMG204</td>
<td>Hospitality Law</td>
</tr>
<tr>
<td>TOMG206</td>
<td>Food and Beverage Management and TOMG216 Food and Beverage Management Placement</td>
</tr>
<tr>
<td>TOMG207</td>
<td>Accommodation Management and TOMG217 Accommodation Management Placement</td>
</tr>
</tbody>
</table>

If at least two of the following three compulsory papers for the BTour have not been completed previously, then they must be taken as part of this qualification or before this qualification is completed: TOMG100, TOMG101 and TOST100.

Up to 30 points may be included from other undergraduate fields.

Before taking a paper at Level 200, students must have completed at least 45 points at Level 100.
Graduate Certificates and Graduate Diplomas

Graduate certificates and graduate diplomas provide university qualifications that require a relatively short period of study and the opportunity to complete a short specialised qualification. Graduate certificates and graduate diplomas provide students with a pathway to future study.

Available Graduate Certificates

- Accounting (GradCertAcc)
- Economics (GradCertEcon)
- Entrepreneurship and Innovation (GradCertEntre&Inn)
- Finance (GradCertFin)
- Human Resource Management (GradCertHRM)
- Information Systems Management (GradCertISM)
- International Management (GradCertIntMgt)
- Management Communication (GradCertMgtComm)
- Manufacturing Management (GradCertManMgt)
- Marketing (GradCertMrkt)
- Public Relations (GradCertPR)
- Strategic Management (GradCertStratMgt)
- Supply Chain Management (GradCertSCM)
- Tourism and Hospitality Management (GradCertTHMgt)

Available Graduate Diplomas

- Accounting (GradDipAcc)
- Dispute Resolution (GradDipDR)
- E-Commerce (GradDipECom)
- Economics (GradDipEcon)
- Entrepreneurship and Innovation (GradDipEntreInn)
- Finance (GradDipFin)
- Human Resource Management (GradDipHRM)
- Information Systems Management (GradDipISM)
- International Management (GradDipIntMgt)
- Management (GradDipMgt)
- Management and Sustainability (GradDipMgtStn)
- Management Communication (GradDipMgtComm)
- Manufacturing Management (GradDipManMgt)*
- Marketing (GradDipMrkt)
- Public Relations (GradDipPR)
- Strategic Management (GradDipStratMgt)
- Supply Chain Management (GradDipSCM)
- Tourism and Hospitality Management (GradDipTHMgt)

*Subject to NZVCC CUAP approval, this qualification will be available from 1 January 2007.

Admission Requirements

Admission to graduate certificates is dependent upon either having a bachelor degree or being able to provide significant relevant work experience. Normally, certificate students will complete relevant prerequisites for the required papers. However, in some cases work experience may be counted in lieu of prerequisites.

For admission into a graduate diploma students are required to have a degree from the University of Waikato or a qualification considered by the University’s Academic Board to be equivalent. Students who do not meet this requirement may be accepted into the graduate diploma if they have the training, experience and ability which the University’s Academic Board considers suitable for a diploma. This usually means being able to provide evidence of at least three years of relevant work experience.

Admission to a diploma programme does not automatically imply admission to particular papers in the programme. The prerequisites for the papers taken in a programme must also be satisfied. In some cases this may mean that students will need to complete more than the minimum number of papers required for the diploma. Such extra requirements will most often apply if the student has little or no background in the subject in which they would like to complete a diploma.

If you wish to enrol in a diploma your first step is to consult an advisor in the Management Student Centre.

Timeframe

Graduate certificates can be completed in one semester of full-time study if students have a background in the area of study but may be studied part-time.

The diploma programmes may be completed in one year of full-time study or may be taken part-time over a longer period.

Graduate Certificate Requirements

60 points at Level 100 or above, of which at least 40 points must be at Level 300 or above, from one undergraduate subject.

Graduate Diploma Requirements

For the Graduate Diploma 120 points at Level 100 or above, of which at least 80 points must be taken at Level 300 or above. In addition, students must successfully complete the Waikato Management School Writing Competency Module (WCM), which is available to students on MyWeb. If a pass is not attained in WCM in the first semester of study, then students will be required to take a writing paper such as MCOM104 or ESLA101, and pass the module by the end of their second semester.

The normal prerequisites for the papers selected must be satisfied, unless a waiver is obtained.

The University of Waikato at Tauranga

For 2007, Waikato Management School will be offering a selection of accounting and marketing papers and STMG391 Strategic Management through the University of Waikato at Tauranga. These papers may be taken towards a graduate diploma.

For more information, please contact the Waikato Management School Student Centre (MSC).
Certificates and Diplomas

Postgraduate Certificates and Postgraduate Diplomas

Postgraduate Certificates

The Centre for Corporate & Executive Education offers two postgraduate certificates. The postgraduate certificate in business research (PGCertBusRes) is aimed at business masters graduates who plan to undertake advanced business research or proceed to doctoral study. It also allows graduates from other masters programmes to take research methodology papers, and further specialist graduate papers, in preparation for doctoral research. The Postgraduate Certificate in Management Studies (PGCertMgtSt) provides the opportunity to study four executive education papers that together form a coherent group of papers in a particular area of management studies. For further information please see the section entitled Centre for Corporate & Executive Education.

In addition, Waikato Management School offers the following postgraduate certificates:
- Accounting (PGCertAcc)
- Economics (PGCertEcon)
- Electronic Commerce (PGCertECom)
- Finance (PGCertFin)
- Human Resource Management (PGCertHRM)
- International Management (PGCertIntMgt)
- Management Communication (PGCertMgtComm)
- Management Systems (PGCertMgtSys)
- Marketing (PGCertMrkt)
- Public Relations (PGCertPR)
- Social Enterprise (PGCertSocEnt)
- Strategic Management (PGCertStratMgt)
- Tourism and Hospitality Management (PGCertTHMgt)

Postgraduate Certificate Requirements

The postgraduate certificate will require the successful completion of 60 points at Level 500 or above in the subject area of the certificate.

Postgraduate Diplomas

A postgraduate diploma provides a university qualification that requires a relatively short period of study and it is targeted to meet particular educational needs.

Available postgraduate diplomas:
- Accounting (PGDipAcc)
- Economics (PGDipEcon)
- Electronic Commerce (PGDipECom)
- Finance (PGDipFin)
- Human Resource Management (PGDipHRM)
- International Management (PGDipIntMgt)
- Management Communication (PGDipMgtComm)
- Management Systems (PGDipMgtSys)
- Marketing (PGDipMrkt)
- Public Relations (PGDipPR)
- Social Enterprise (PGDipSocEnt)
- Strategic Management (PGDipStratMgt)
- Tourism and Hospitality Management (PGDipTHMgt)

Admission Requirements

If you wish to enrol in a diploma your first step is to consult an advisor in the Management Student Centre. Admission to postgraduate diplomas requires an undergraduate degree or equivalent with a major in a relevant subject area with a "B" grade average. Work experience will be taken into account for students who have a degree but no relevant major.

Admission to a postgraduate diploma programme does not automatically imply admission to particular papers in the programme. The prerequisites for the papers taken in a programme must also be satisfied. In some cases this may mean that students will need to complete more than the minimum number of papers required for the diploma. Such extra requirements will most often apply if the student has little or no background in the subject in which they would like to complete a diploma.

Timeframe

The postgraduate diploma programmes may be completed in one year of full-time study or may be taken part-time over a longer period. Please see the section entitled Centre for Corporate & Executive Education for details regarding postgraduate certificates.

Postgraduate Diploma Requirements

Students are required to complete 120 points at Level 500 in the aforementioned subjects. Up to 30 points may be taken from another graduate subject if allowed for by the specific requirements of the postgraduate diploma taken.

Students individual postgraduate diploma programmes will be worked out in conjunction with an advisor from the Management Student Centre and the department Graduate Convenor.

Other Regulations Relating to Postgraduate Diplomas

The normal prerequisites for the papers selected must be satisfied unless a waiver is obtained.

In order to take a Level 500 paper in a subject within the postgraduate diploma, it is necessary to have significant background in the discipline from which the subject is drawn. Normally, a grade average of at least "B" in the related undergraduate papers is required. Approval to take Level 500 papers is given by the graduate convenor of the relevant department.

591 One Paper Dissertations may be taken as part of a postgraduate diploma programme. For further details on these papers please refer to the Research Papers section of this handbook. A research methods paper should precede enrolment in a 591.

Only postgraduate diplomas may be awarded with distinction. There is no time limit involved for completion of the papers that contribute towards distinction, therefore students who study part-time may also qualify for distinction. Distinction is based on gaining an A- grade point average over the papers studied.

Credits for Papers Already Completed

If students have passed papers at the University of Waikato or another university, which have not been counted towards a completed qualification, then it may be possible to apply for credit toward their diploma programme. However, it is not possible to cross-credit papers from a completed qualification. Also, every diploma student must complete at least half of the diploma programme at the University of Waikato.

For additional information on admission requirements for international students, special admission and credit from previous study, please see the section entitled Additional Admission Information.
Master of Management Studies

The Master of Management Studies (MMS) degree provides specialised postgraduate level study in management disciplines. It is designed for graduate management students looking to specialise in a management discipline and undertake research in a particular area of interest.

The MMS normally includes taught papers and research papers but may be a full research degree. Normally all papers are taken within a single subject or interdisciplinary area. However, up to two papers may be taken in another discipline, subject to approval of both graduate convenors.

If a student fails a paper then he or she may repeat the paper once or take an alternative paper. A student who fails more than one paper will not be permitted to proceed with the degree.

Admission Requirements

If you wish to enrol in the MMS degree then please consult an advisor in the Management Student Centre.

Students enter the MMS having completed either a BMS(Hons) or equivalent from another university, or an undergraduate degree and a postgraduate diploma in the subject area with a B grade average. Students enrolled in the MMS degree must normally complete 120 points at Level 500 including a dissertation (one or two papers) or thesis (three or four papers). Also, 30 point Level 500 research methodology paper must be successfully completed either prior to, or as part of, the MMS programme.

The prerequisite for a thesis is a minimum of 90 points at Level 500 in the main academic subject area of the thesis. Departments may require additional prerequisites such as a research methods paper or a particular Level 500 paper in the specialist area of the thesis or dissertation.

English Language Requirements

If English is not your first language, then you will have to demonstrate proficiency in English. Your proficiency will be assessed with IELTS or TOEFL scores. There is set policy regarding the minimum score. For further information please refer to the section entitled Additional Admission Information.

If your qualifications are from a tertiary institution outside New Zealand, the Student and Academic Services Division will evaluate your qualification’s standing within New Zealand.

Timeframe

The MMS may be completed in one year of full-time study or over a longer period of part-time study.

Areas of Study

- Accounting
- Applied Economics and Finance
- Economics
- Environment and Management
- Finance
- Human Resource Management
- International Management
- Management Communication
- Management Systems
- Marketing
- Public Relations
- Social Enterprise
- Strategic Management
- Tourism and Hospitality Management
- Tourism and Hospitality Management – Visitor Management*

*The offering of this specialisation is subject to Academic Board approval.

Normally all papers (120 points) should be within the major subject area of the student’s undergraduate degree or diploma. However, it is possible for students to take up to 60 points outside their subject area, provided that the academic integrity of the degree is preserved. Students wishing to take other papers should seek approval from both Graduate Convenors.

The MMS regulations are in the University Calendar. The ‘Personal Programme of Study Regulations Governing Graduate Degrees of the University’ also contains detailed information of importance to MMS students. The calendar can be viewed at: http.calendar.waikato.ac.nz

Fast-Track Masters

An Accelerated Postgraduate Diploma and MMS Programme

Students with the equivalent of a three-year bachelor degree without honours would normally need to study for two academic years to complete a programme leading to a masters degree. The programme would involve a postgraduate diploma followed by the MMS degree. For students who performed to a high academic standard in their undergraduate degree it is possible to enrol in an accelerated programme leading to a postgraduate diploma and MMS in as little as 14 months. The normal programme is accelerated by combining research with a normal load of Level 500 papers. This programme places higher demands on students, and thus has more stringent admission requirements.

A combined postgraduate diploma and MMS programme requires 240 points at Level 500. The research programme undertaken by the student can lead to a two paper dissertation, or a three or four paper thesis. The remaining papers are taken as taught Level 500 papers in the student’s main subject, one of which must be a research methodology paper. Typical programme structures are shown in the following table.

<table>
<thead>
<tr>
<th>Fast Track Programme Structure Options for New Students</th>
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</thead>
<tbody>
<tr>
<td>Semester:</td>
</tr>
<tr>
<td>Summer #1</td>
</tr>
<tr>
<td>A Semester (Spring)</td>
</tr>
<tr>
<td>B Semester (Winter)</td>
</tr>
<tr>
<td>Summer #2</td>
</tr>
</tbody>
</table>

*The offering of this specialisation is subject to Academic Board approval.
Note: the taught papers must include at least one postgraduate research methods paper (for most students that would be the WMS summer research methods paper). Options may be restricted by your department. Entry into the programme does not automatically imply entry into specific papers, see the student handbook, departmental graduate convenors or MSC representative for information and advice. The two qualifications (postgraduate diploma and Master of Management studies) require a minimum of 14 months to complete.

Admission Requirements for the Fast-Track Masters Programme
Students must have a bachelor degree with a major in the subject area to be taken for the masters programme, and an A- (75%) or better grade average in the degree overall, and in the major subject. Students who do not meet these criteria may still apply and will be considered on a case-by-case basis.

English Language Requirements for the Fast-Track Masters Programme
Students must have an academic IELTS score of 6.5 overall with no less than 6 in any one band.

Honours
The Master of Management Studies degree may be awarded with honours. There will be three classes of honours awarded. First Class Honours will be awarded to students who obtain at least a clear A- grade average. Second Class (first division) Honours will be awarded to students who obtain a B+ grade average. Second Class (second division) Honours will be awarded to students who obtain a B grade average. Students who do not obtain a B grade average or better but who pass all their papers will be awarded the MMS without honours.

Master of Electronic Commerce

Description
This qualification is intended to provide an advanced, research-based qualification in the field of electronic commerce. The Master of Electronic Commerce aims to develop in participants an understanding of the leading edge literature and research in the electronic commerce environment, and from this knowledge, an understanding of how electronic commerce affects different areas of management practice.

Admission Requirements
If you wish to seek admission to the MECom you must have successfully completed either an honours undergraduate degree, or postgraduate diploma, in an appropriate subject area, from a recognised institution (at least 120 points at Level 500). You will also have successfully completed a prescribed paper in research methods, a table of these papers can be found in the section entitled Research and Methodology Papers, and will have demonstrated your research and academic writing skills in the previous successful completion of a dissertation or significant research project. If not, you may be required to undertake pre-qualifying papers.

English Language Requirements
If English is not your first language, then you will have to demonstrate proficiency in English. Your proficiency will be assessed with IELTS or TOEFL scores. There is set policy regarding the minimum score. For further information, please refer to the section entitled Additional Admission Information.

Specific regulations can be found in the University calendar.

Timeframe
The MECom may be completed in one year of full-time study or over a longer period of part-time study.

Requirements
120 points at Level 500.
The following paper is compulsory:
MSYS592 Dissertation (60 points) (or its equivalent in another subject area)
and 60 points from the following list of electives:
ACCT513 Virtual Accounting Systems
ECON528 Econometric Topics: Forecasting and Finance
ECON534 Financial Economics
FINA511 Advanced Corporate Finance
FINA512 Investments and Portfolios
MCOM585 Corporate Public Relations
MCOM586 Communication Cybertrends and E-Business
MKTG552 Advanced Advertising Strategy
MSYS511 Sustainable Organisational Learning in the Knowledge Economy
MSYS555 Strategic Information Systems
MSYS556 E-Business Technologies
MSYS577 E-Enabled Agile Supply Chains
STMG501 Global Business: Strategic Marketing and Management
STMG512 Strategic Innovation
STMG524 Entrepreneurship, Theory and Practice

The Qualification Convenor may approve substitutions of papers from the list of possible electives.

Please note that if a student fails a paper then he or she may repeat the paper once or take an alternative paper. A student who fails more than one paper will not be permitted to proceed with the degree.

Honours

The MECom may be awarded with First Class Honours, Second Class Honours (first division), Second Class Honours (second division) or without honours.

The final result for the degree and whether it will be awarded with honours will be determined after all of the work for the degree has been assessed. Candidates will be eligible for the award of honours only on the first occasion on which the requirements of the degree are completed.

Master of Philosophy

Waikato Management School has an active and successful research programme. If your interest lies in obtaining the Master of Philosophy (MPhil), then the following section will provide you with the information you need to know to get started. This degree is guided and administered by the University of Waikato with support and supervision provided by Waikato Management School.

Admission Requirements

To qualify to enrol for the MPhil, a candidate must generally have qualified for the award of a bachelor degree with honours or a masters degree with Second Class Honours (first division) or distinction or have passed qualifying papers.

Specific regulations can be found in the University calendar. Current practice and interpretations of those regulations can be found under Postgraduate Studies, available through the website: http://www.waikato.ac.nz/sasd/postgraduate/
Doctor of Philosophy

Waikato Management School has an active and successful doctoral programme. If your interest lies in obtaining the Doctor of Philosophy (PhD), then the following section will provide you with the information you need to know to get started. This degree is guided and administered by the University of Waikato with support and supervision provided by Waikato Management School.

Admission Requirements

To qualify to enrol for the PhD programme, a candidate is expected to meet minimum requirements established by the University of Waikato. Currently, a PhD candidate should have qualified for the award of a bachelor degree with honours or a masters degree, and have achieved at least Second Class Honours (first division) or distinction. Your department or School may impose additional prerequisites, depending on the discipline, or on your project, and all of our students are expected to have some background in research methods and in dissertation writing or thesis equivalents.

If you have a Master of Business Administration (MBA) degree and do not have another honours or masters level qualification that meets the entry requirements, then the Postgraduate Certificate in Business Research may provide an alternative entry pathway into the PhD.

If English is not your first language, then you will have to demonstrate proficiency in English. Proficiency is usually assessed with IELTS or TOEFL scores.

If your qualifications are from a tertiary institution outside New Zealand, the University’s Student and Academic Services Division will evaluate your qualification’s standing within New Zealand, as part of your application process. Specific regulations can be found in the University calendar. Current practice and interpretations of those regulations can be found under Postgraduate Studies, available through the website: http://www.waikato.ac.nz/sasd/postgraduate/

Getting Started on Your PhD or MPhil

Whether or not you have identified a potential supervisor, one of your first steps should be to contact the Waikato Management School Student Centre, Graduate Advisor for introductory information and administrative advice. The University and the International Centre’s websites (see below) also provide forms and information. You may also direct specific enquiries to the School’s academic representative on the University’s Postgraduate Studies Committee (PGS), the Qualification Convenor (QC PhD), Professor Karen Van Peursem. If you know the department through which you’ll be working you may wish to first contact that department’s Graduate Convenor, the Chairperson or a potential supervisor. The QC PhD, the Departmental Graduate Convenor and potential supervisors are senior academic members of staff, and their names and contact numbers can be found in the section entitled Contacting Staff. They can guide you on important academic, supervisory and some administrative issues.

The processes for enrolment will ultimately require approval at the School and University level. There will be a number of forms to fill out, and you should complete and return them, as set out below under ‘Enrolment’. Further guidance and official forms can be found under Postgraduate Studies at the following University website: http://www.waikato.ac.nz/sasd/postgraduate/

If you are applying for a grant or scholarship, please keep in mind that the PhD enrolment process is separate from a scholarship application. You are advised to apply for PhD enrolment before or concurrently with grant or scholarship applications.

Choosing a Topic

For most people, the problem is not finding a topic that interests them, but instead trying to narrow down a topic from a long list of possibilities. It is helpful to talk with potential supervisors at an early stage, as they are likely to be aware of where the profitable gaps for study are in the literature related to your areas of interest. Potential supervisors will also be able to suggest further reading that you can do to help you to make your selection. Potential supervisors are listed in the relevant areas of study in Section B.

Identifying a Supervisor

For a PhD degree, there is normally a panel of two or three supervisors, with one being a primary supervisor. A PhD student must normally — but not always — have at least two supervisors who are based on the University of Waikato campus so that, should one leave or be unavailable, the second supervisor can enable a smooth transition or provide supervision in his/her absence. If you have not identified a potential supervisor, you’ll be asked to provide enough information about your qualifications — together with an initial proposal or set of ideas — so that you can be directed toward appropriate potential supervisors.

The Enrolment Process

For a PhD enrolment there are normally two stages of University-level approval. The first stage involves you qualifying for conditional enrolment. For this you should complete and submit an Application to Enrol Form – signed by yourself and approved by potential supervisor(s) and the departmental Chairperson – together with a brief proposal (six pages or less), originals of your academic records, and other information as required for review by the School representative, the QC PhD. (See the Waikato Management School Student Centre Graduate Advisor, or look under the University Website address: http://www.waikato.ac.nz/sasd/postgraduate/ for details.)

If you are an international student, you should first apply by submitting your completed Application to Enrol and all other such documentation as is required for your particular situation (see the International and the University website) to the:

International Centre
The University of Waikato
Private Bag 3105
Hamilton
Tel: + 64 7 838 4667
Fax: + 64 7 838 4377
Email: international@waikato.ac.nz
Website: www.waikato.ac.nz/international

Your application must be approved at the Departmental and School levels, after which it will be submitted to the University’s PGS committee for final approval. This can be a lengthy process because of all the reviews and approvals that take place; to avoid unnecessary delays you are advised to complete the forms and provide documentation carefully and completely, and in the form required.

The second stage, usually occurring six months after approval of your application and qualifying you for unconditional enrolment, involves the preparation of a detailed research plan and literature review together with evidence of an approved ethics plan (see below under Ethics Approval). For an MPhil, a detailed research plan is required before enrolment can take place.

You should contact the Waikato Management School Student Centre Graduate Advisor, or academic staff members as appropriate to assist you with enrolment advice.
Support and Advice during Enrolment

Your supervisors, the Waikato Management School Student Centre Graduate Advisor, the QC PhD, Chairpersons, Graduate Convenors, and student computer lab assistants are all available to provide guidance and advice throughout your period of enrolment. The Postgraduate Studies Handbook at the University of Waikato contains information and advice on all aspects of the University's PhD programme.

Progress Reports

Every six months you are required to provide a progress report. In this report, you outline the progress that you have made over the previous six months and briefly explain what you intend to do over the following six months. Your supervisors, the Chairperson of your Department and the QC PhD also comment on your progress.

If either you or your supervisors indicate that there are problems of some kind with the thesis work, then the QC PhD may request a meeting between you and your supervisor(s). The purpose of the meeting will be to clarify the problems and to formulate a plan for overcoming them. In some cases you may be counselled to suspend your enrolment for a period of time until you are better able to focus on your study. The goal of the meeting is always to find the best way for you to complete your thesis.

Suspending and Withdrawing from Your Thesis

It is possible for you to suspend your thesis enrolment if circumstances arise that prevent you from studying for a period of time. It is also possible to withdraw completely from your thesis if completion does not appear likely. Withdrawal does not prevent you from applying to re-enrol in the future. If you wish to either suspend or withdraw from enrolment then you are advised to discuss this course of action with your supervisors, and with the QC PhD.

For further information about both suspending and withdrawing, see under Postgraduate Studies at the following University of Waikato website: http://www.waikato.ac.nz/sasd/postgraduate/.

Changing Supervisors or Your Topic

There may be occasions when it is appropriate to change one or more of your supervisors during the period of your enrolment. Your topic or methodological direction may have changed significantly, or the availability of your supervisors may have changed. It is also possible that, during the course of your enrolment, your topic will need to be reconsidered and revised. These changes are possible. However, the benefits of doing so should be considered carefully and the PGS committee must ultimately approve such changes.

There are specific forms for making requests to change, and these are available in the Postgraduate Studies Handbook or on the aforementioned University website. Changes to your panel of supervisors should also be discussed with your supervisors and/or the Waikato Management School's QC PhD or your department’s Graduate Convenor.

Scholarships

There is a wide range of scholarships available to support postgraduate study. For more details contact:

Postgraduate Studies and Scholarships Office
The University of Waikato
Hamilton
Phone: (07) 856 2889 ext 5195 or 4964
Email: scholarships@waikato.ac.nz

Ethics Approval

Waikato Management School seeks to maintain high ethical standards in all its research. In most cases procedures must be followed to obtain approval for research projects. PhD and MPhil students sometimes undertake research that involves collecting information from participants, or is potentially contentious in some way, and for this reason the University of Waikato requires that the School review and approve such research before fieldwork is commenced.

It is the student’s responsibility to seek approval, usually with guidance from your supervisor. The general procedures for application involve reading and being familiar with the University’s statement titled “General Principles for Research Involving Human Participants”. This statement, together with other information and forms, can be found on Waikato Management School research home page or www.mngt.waikato.ac.nz/research

Essentially, if you are collecting information from or about human participants, or if the research deals with potentially sensitive or contentious issues, or even if you’re unsure whether approval is necessary, you should apply for approval. The approval process is there to ensure the protection of the participant, the researcher and the School and is an important part of responsible research.

For further assistance during the enrolment process contact: msc@waikato.ac.nz, and in the subject line indicate ‘Attn: PhD Administrator’.
Research and Methodology Papers

Directed Study
A Directed Study is defined as a paper in which students investigate a specific topic, which is selected and planned in consultation with a supervisor and is normally unique. The project is largely self-directed, though supervised to an appropriate extent. The total assessment normally comprises a written report or a series of related pieces of work.

A Directed Study may be taken towards a BMS(Hons), postgraduate diploma or MMS.

Students intending to enrol in a 590 in accounting are encouraged to complete a research methods paper before commencing this paper.

All students are encouraged to seek Graduate Convenor approval to enrol for a 590.

Dissertation or Thesis
All students must successfully complete a dissertation or a thesis as part of the MMS degree and a 592 dissertation (or its equivalent in another subject area) for the MECOM degree. The first step in enrolling in these papers is to discuss a possible research topic with the Graduate Convenor of the Department in which you wish to enrol. The Graduate Convenors are as follows:

Accounting
Associate Professor Martin Kelly

Economics
Dr Anna Strutt

Environment and Management
Dr Frank Scrimgeour

Finance
Associate Professor Stuart Locke

Human Resource Management
Mr John Gilbert

Hospitality Management
Dr Asad Mohsin

International Management
Dr Michèle Akoorie

Management and Sustainability
Dr Frank Scrimgeour

Management Communication
Dr Shiv Ganesh

Management Systems
Not available at time of printing

Marketing
Dr Carolyn Costley
Associate Professor Lorraine Friend

Public Relations
Dr Shiv Ganesh

Social Enterprise
Associate Professor Maria Humphries

Strategic Management
Dr Eva Collins

Tourism Management
Dr Asad Mohsin

The Graduate Convenor will advise you on the suitability of the topic and on the availability of supervision for the topic. Once you have agreed on a topic and arranged supervision, work with your supervisor to complete and sign the form entitled ‘Guidelines for Dissertations (591 and 592) and Theses (593 and 594)’. Both you and your supervisor should each retain a copy of the learning agreement contained in the guidelines. The original should also be sent to the Management Student Centre before your enrolment is finalised.

Students should consult their supervisors regularly (at least once a month) concerning the progress of their research. Supervisors will document these meetings to provide a record of the supervision process. At the initial meeting, the dissertation/thesis framework, method and theoretical perspective are discussed. At subsequent meetings, written feedback is provided on work submitted throughout the supervision period.

One Paper Dissertations (591)
The 591 is a directed piece of inquiry written up as a research report. Students are enrolled in this paper when the research project is not of a type or scope that would normally be undertaken as a longer dissertation or a thesis. If an external organisation is involved, then the student will be responsible for ensuring that any special requirements of that organisation are met. However, the supervisor should be consulted before any research results are made available to an external organisation.

The results of 591 projects are written up in report form. The report will normally be about 13,000 words. A draft report should be submitted to the supervisor no later than one month before the final date for completion of the project. This date is recorded on the learning agreement, which was completed before the project began. Extensions will only be granted within the appropriate University of Waikato Calendar regulation and are not automatic. Enrolment dates are for either 26 or 52 weeks.

The 591 is examined by the supervisor and by another appropriately qualified person who has not been involved in the supervision process. Two spiral bound typed copies and one digital copy of the completed report should be submitted to the supervisor. A dissertation is a public document, and may be submitted to a plagiarism detection tool.

The 591 may not normally be taken in the BMS(Hons).

All students intending to enrol in a 591 are required to complete a research methods paper before commencing this paper.

Two Paper Dissertations (592) and Three and Four Paper Theses (593, 594)
Two paper dissertations and theses are sustained pieces of original scholarship. They must show a thorough knowledge of, engage critically with, and make an original contribution to, the literature of a discipline or field. Apart from the difference in the length, depth and scope of work, the requirements and formats for theses and two paper dissertations are the same and the comments below apply equally.

Dissertations are examined by the supervisor and by a member of the department or School who has not been associated with the project. External examiners may also be used. Theses are examined by the supervisor and by a suitably qualified external examiner.
The different kinds of projects which students commonly undertake for dissertation/thesis research include:

1. **Theoretical Projects**: Some dissertations/theses are concerned primarily with theoretical questions or problems and aim to make an original contribution to the conceptual base of the discipline(s) within which they are located.

2. **Archival/Textual Projects**: Some dissertations/theses draw their data from archives, documents, and primary texts. For example, many theses in the history of management are based on the analysis of historical documents, such as those held in official archives or in community or company resource bases. Interdisciplinary areas of study, such as policy analysis or management theory, also lend themselves to this kind of research.

3. **Empirical Projects**: Probably the majority of management dissertations/theses are empirical. They are based on the researcher's observations of the business world. To qualify as 'research', these observations must be both systematic, i.e. methodologically rigorous and disciplined, and located in a recognised academic tradition.

Although the length of dissertations and theses may vary for valid reasons, the following word lengths should be used as guidelines:

- Thesis (4 paper) 52,000 words
- Thesis (3 paper) 39,000 words
- Dissertation (2 paper) 26,000 words

A draft dissertation or masters thesis should be submitted to the supervisor no later than one month before the final date for completion of the project. This date is recorded on the learning agreement, which was completed before the project began.

**Level 5 Research Methodology Papers Content**

<table>
<thead>
<tr>
<th>Paper Name</th>
<th>Paper Number</th>
<th>Discipline Specific</th>
<th>Research Design and Data Gathering</th>
<th>Developing a Research Proposal</th>
<th>Literature Reviews</th>
<th>Quantitative Research Methods</th>
<th>Surveys</th>
<th>Data Measurement and Analysis</th>
<th>Experiments</th>
<th>Qualitative Research Methods</th>
<th>Interpretive Case Studies</th>
<th>Critical and Action Research</th>
<th>Observation</th>
<th>Textual Analysis</th>
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<td>Research Methods in Tourism and Hospitality</td>
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</table>

* 15 point paper only

Extensions will only be granted within the appropriate University of Waikato Calendar regulations and are not automatic. Enrolment dates are for either 26 or 52 weeks.

On completion, three hard bound copies and one digital copy of the masters thesis should be submitted to the University Examination and Assessment Office in the Gateway. On completion, two spiral bound copies and one digital copy of dissertations should be delivered to the appropriate Chairperson of the Department who will then transmit them to the examiners. The University of Waikato Calendar sets out the regulations governing the presentation of theses and dissertations. Students should also consult the Guide to the Presentation of Theses at the University of Waikato, which is available on request from the reference section of the university library.

One copy of each dissertation must be stored in the supervisor’s department. Two copies of each thesis are stored in the University of Waikato Library. Dissertations and theses become public documents once they have been marked, and may be submitted to a plagiarism detection tool.

A research methods paper must have been completed before enrolment in any dissertation or thesis.

593, 594 Theses are only available to MMS students and 592 Dissertations are available to MMS and MECom students.

**Methodology Papers**

A methodology paper is required for all students completing a Master of Management Studies, or a Master of Electronic Commerce. This may be taken as part of the masters degree itself, or as part of a postgraduate diploma or honours programme. Students are advised to take the methodology paper before enrolling for the required research paper.
Postgraduate Diploma in Management Studies

The Postgraduate Diploma in Management Studies provides you with an introduction to the key disciplines in management and forms the foundation for a career in management. It also represents part one of the Waikato MBA programme. You will be exposed to a participatory learning experience that focuses on the integration of theory and practice through practical coursework, case studies and class discussion. This diploma is suitable if you are in a role that carries management or supervisory responsibilities in an organisation, or if you are in business for yourself.

Timeframe

The PGDipMgtSt is offered in the following formats:

- Evenings (either one or two nights a week) over one or two years in Hamilton
- Weekend
  - alternate Friday afternoon and all day Saturday in Hamilton over approximately 10 months.
  - alternate Saturdays in Tauranga over two years.
- Accelerated full-time class (Monday – Thursday inclusive) over a five month period.

Diploma Requirements

To complete the requirements of the PGDipMgtSt participants must pass 120 points at Level 700 made up of eight compulsory papers.

Admission Requirements

Bachelor degree, or tertiary and relevant professional qualification, plus three years of relevant work experience. In some cases the requirements for formal degree qualifications can be waived where relevant practical experience is deemed to offset a lack of prior tertiary study.

Candidates with a Postgraduate Certificate in Management Studies may also relinquish their certificate for credit towards a PGDipMgtSt.

Papers

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Title</th>
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<tbody>
<tr>
<td>EXEC700</td>
<td>Accelerating Individual and Organisational Performance</td>
</tr>
<tr>
<td>EXEC772</td>
<td>Economics for Managers</td>
</tr>
<tr>
<td>EXEC773</td>
<td>Developing Strategic Intent</td>
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<tr>
<td>EXEC774</td>
<td>Financial Analysis and Performance</td>
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<tr>
<td>EXEC775</td>
<td>Systems and Decision Making</td>
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<td>EXEC776</td>
<td>Strategic Marketing</td>
</tr>
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<td>EXEC777</td>
<td>Managing People in Organisations</td>
</tr>
<tr>
<td>EXEC778</td>
<td>Managing for Results</td>
</tr>
</tbody>
</table>

Master of Business Administration

Waikato Management School offers two MBA programmes. The Executive MBA (EMBA) is a part-time programme designed to introduce practising managers to research at the frontiers of knowledge and to prepare them for positions at senior management level in organisations in New Zealand or overseas. The degree is a general management qualification, with a strong practical focus aimed at building managerial and entrepreneurial competencies in global business, collaborative learning and technology literacy. The International MBA (IMBA) is a full-time programme, designed around the same set of competencies, but with more emphasis on inter-cultural issues and international networks. Both programmes offer the opportunity to work in a real business venture alongside leading New Zealand innovators and entrepreneurs. The EMBA also includes an international study tour.

Timeframe

The following timeframes do not take into account the Postgraduate Diploma in Management Studies (the first part of the MBA programme). Please refer to the preceding information about the PGDipMgtSt.

The EMBA is studied part-time with participants attending class alternate weekends – on Friday afternoon and all day Saturday over a period of approximately 14 months.

The IMBA is studied full-time for a period of approximately nine months.

Degree Requirements

To meet the requirements of both MBA programmes participants are required to pass 160 points at Level 700.

Admission Requirements

You need to have BMS(Hons) or equivalent degree, or have attained a B average in the Postgraduate Diploma in Management Studies (PGDipMgtSt). The Postgraduate Diploma in Management Studies forms the first part of your MBA programme.

You must have a minimum of five years’ relevant work experience (i.e. in a managerial or related role) for the EMBA (more if you do not have an undergraduate degree in management), and at least three years’ relevant work experience before enrolling in the IMBA.

Papers

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Title</th>
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<tbody>
<tr>
<td>EXEC751</td>
<td>Sustainable Enterprise Management</td>
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<tr>
<td>EXEC752</td>
<td>Corporate Finance and Performance</td>
</tr>
<tr>
<td>EXEC753</td>
<td>The Creation of Sustainable Value</td>
</tr>
<tr>
<td>EXEC754</td>
<td>Leadership and Transformation</td>
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<td>EXEC755</td>
<td>Organisational Learning &amp; Knowledge Management</td>
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<td>EXEC756</td>
<td>Decision and Operations Management</td>
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<td>International Enterprise Management</td>
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<td>EXEC758</td>
<td>Action Research Project</td>
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<tr>
<td>EXEC759</td>
<td>Major Research Project</td>
</tr>
</tbody>
</table>
**Postgraduate Certificate in Business Research**

The Postgraduate Certificate in Business Research (PGCertBusRes) through the Centre for Corporate & Executive Education, is aimed at business masters graduates who wish to undertake advanced business research or proceed to doctoral study. It requires two methodology papers (60 points). Alternatively, this certificate may be taken through the School. Please contact the Management Student Consultant – Graduate for further details.

If you have a Master of Business Administration (MBA) degree and do not have another honours or masters level qualification that meets the PhD entry requirements, then the Postgraduate Certificate in Business Research may provide an alternative entry pathway into the PhD for otherwise qualifying MBA graduates. While the PhD is a University granted qualification and applications to enrol are considered independently of this programme, this pathway has led to successful entry for a number of our graduates. We suggest that if you are interested in enrolling for a PhD on completion of the postgraduate certificate, you contact the Waikato Management School PhD Qualification Convenor, as well as our staff in the Centre for Corporate & Executive Education before enrolling for guidance specific to your needs.

**Timeframe**

Through the Centre for Corporate & Executive Education, the PGCertBusRes is equivalent to six months full-time study. Formal classes are usually held on Friday afternoons and/or full day Saturdays with the programme offered in alternate years. Alternatively, the PGCertBusRes can be taken using Level 500 papers taught during the regular University semesters.

**Certificate Requirements**

To meet the requirements of the PGCertBusRes students are required to pass 60 points at Level 500 or Level 700.

**Admission Requirements**

You must have an MBA, MMS, MECom, or an equivalent qualification from a recognised University with a grade average of B+.

For further information on PhD Study within Waikato Management School, please refer to the PhD and MPhil section of the handbook.

**Postgraduate Certificate in Management Studies**

The Postgraduate Certificate in Management Studies (PGCertMgtSt) provides the opportunity to study four executive education papers that together form a coherent group of papers in a particular area of management studies.

The PGCertMgtSt programmes can either be web-based, which include face to face sessions and weekly ’e-chats’, or involve a series of workshops and workplace-based projects.

**Timeframe**

Timeframe for completion of PGCertMgtSt is dependent upon the teaching delivery method. Anticipated timeframe for completion is from one to two years.

**Certificate Requirements**

To meet the requirements of the PGCertMgtSt, students are required to pass 60 points at Level 700. Where the papers taken correspond to those in the Postgraduate Diploma in Management Studies, they may be transferred to this diploma on completion.

**Admission Requirements**

Ideally participants should already have a degree level tertiary qualification, but participants with extensive relevant experience will be considered. You must also be employed in a position relevant to the field of study for the duration of the PGCertMgtSt.

**Postgraduate Diploma in Personal Financial Planning**

The Postgraduate Diploma in Personal Financial Planning (PGDipPFP) is designed to equip you to become an expert in personal financial planning for New Zealanders. We believe that an expert financial planner needs a strong knowledge base; interpersonal skills; competent technical skills and an ability and desire to learn and grow in the profession. This programme was developed to satisfy IFA entrance requirements and was founded on the principle of knowledge transfer from top quality research to top quality practice.

**Timeframe**

The PGDipPFP is web-based and supported by a variety of media, with each paper including at least two days of compulsory in class workshop sessions. These sessions are supplemented by regular electronic discussions. This diploma meets tertiary education requirements for Certified Financial Planner (CFP) status and will take approximately two years to complete.

**Diploma Requirements**

To complete the requirements of the PGDipPFP participants must pass 120 points at Level 700.

**Admission Requirements**

Normally you will need to have a previous degree and/or experience in financial markets. Industry experience will be taken into account if you have no tertiary qualification. You must be employed by a bank or an approved financial institution.

**Papers**

- EXEC781 Business and Legal Environment
- EXEC782 Finance for Financial Planners
- EXEC783 Taxation and Estate Planning
- EXEC784 Financial Market Segments
- EXEC785 Risk Management
- EXEC786 Planning and Evaluation
- EXEC787 Comprehensive Financial Plans
- EXEC788 Building a Successful Practice

**Contact Details**

For further information on any of these qualifications, please contact:

Centre for Corporate & Executive Education
Waikato Management School
Phone: +64 7 838 4198
Fax: +64 7 838 4675
email: execed@waikato.ac.nz
website: http://www.execed.ac.nz/
What is Accounting?

Accounting is a common language of business and underpins almost all business and organisational activities. An understanding of the role of accounting in providing and interpreting information for decision making in organisations is important for all managers regardless of their area of specialisation. The academic requirements of the New Zealand Institute of Chartered Accountants (NZICA) can be satisfied with an appropriate selection of papers which can normally be completed within the BMS degree without the need to take extra papers.

Accounting studies offered by the department encompass:

- Financial accounting (preparation of information to meet statutory financial obligations and external reporting requirements)
- Management accounting (preparation of information to assist decision making within organisations)
- Auditing (verification of public information and provision of assurance services for organisations)
- Taxation (study of the application of tax law and regulations in New Zealand)
- Commercial law (law relating to the conduct of business in New Zealand including contract, organisations, trusts, insolvency and employment)

Contacts for the Department of Accounting

Mary Low – Undergraduate Convenor
MSB3.38L ext.8746 lai@waikato.ac.nz

Martin Kelly – Graduate Convenor
MSB3.36 ext.8653 kelly@waikato.ac.nz
## Available Papers in 2007

<table>
<thead>
<tr>
<th>Level</th>
<th>Paper</th>
<th>Semester</th>
<th>Description</th>
<th>Accounting major for the BMS and BMS(Hons)*</th>
<th>Accounting major for the BBA(Fin)</th>
<th>Accounting major for the BECom</th>
<th>GradCertAcc GradDipAcc</th>
<th>PGCertAcc PGDipAcc</th>
<th>MMS</th>
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<tr>
<td></td>
<td>ACCT209</td>
<td>S A B</td>
<td>Accounting and Managerial Decision Making</td>
<td></td>
<td>✔</td>
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<tr>
<td></td>
<td>ACCT231</td>
<td>A B</td>
<td>Management Accounting: Accounting for Organisational Control</td>
<td></td>
<td>✔</td>
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<tr>
<td></td>
<td>MNGT221</td>
<td>A B</td>
<td>Business Law, Ethics and the Treaty of Waitangi</td>
<td></td>
<td>✔</td>
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<td>3</td>
<td>ACCT301</td>
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<td></td>
<td>ACCT302</td>
<td>B</td>
<td>Financial Accounting</td>
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<td></td>
<td>ACCT313</td>
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<td>Accounting Information Technology and Systems</td>
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<td>A</td>
<td>Commercial Law</td>
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<td></td>
<td>ACCT322</td>
<td>B</td>
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<td></td>
<td>ACCT324</td>
<td>A B</td>
<td>Legal Issues in E-Commerce</td>
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<td>ACCT341</td>
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<td></td>
<td>ACCT351</td>
<td>A B</td>
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<td>ACCT399</td>
<td>C R D</td>
<td>Applied Project in Accounting</td>
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<tr>
<td></td>
<td>ACCT412</td>
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<td>Organisations and Society</td>
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<td>ACCT422</td>
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<td>5</td>
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<td>ACCT512</td>
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<td>ACCT513</td>
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<td></td>
<td>MNGT501</td>
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<td>Research Methods in Management Studies</td>
<td></td>
<td>✔</td>
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</tbody>
</table>

*Note: Level 500 papers may only be taken by students enrolled in the BMS(Hons)*
Papers at the University of Waikato at Tauranga

A range of papers are available for students at the University of Waikato at Tauranga. These are listed in the paper details and coded (TGA).

These papers are taught simultaneously with the identical papers at the University of Waikato in Hamilton and may be counted towards the Bachelor of Management Studies degree and the Graduate Diploma of Accounting. Tauranga students complete the same assignments, tests and examinations as their counterparts in Hamilton.

For more details contact:

Ms Fiona Hullah
The University of Waikato at Tauranga
Phone: 07 577 0620
Fax: 07 577 5313
Email: fhullah@waikato.ac.nz

Professor Howard Davey
Department of Accounting, Waikato Management School
Phone: 07 838 4441
Fax: 07 838 4332
Email: hdavey@waikato.ac.nz

Mrs Pat Piper
Department of Accounting, Waikato Management School
Phone: 07 838 4305
Fax: 07 838 4332
Email: ppiper@waikato.ac.nz

Qualification and Specific Subject Requirements

**Bachelor of Management Studies (BMS)**

**Accounting**

120 points (at least 6 papers) above Level 100, of which 60 points (at least 3 papers) must be above Level 200, and of which 40 points (at least 2 papers) must be above Level 300, and which, for honours students only, must include at least 30 points at Level 500.

The following papers are compulsory:

- ACCT231 Management Accounting: Accounting for Organisational Control (See note below)
- ACCT301 Accounting Theory
- ACCT302 Financial Accounting

and a further 60 points (at least 3 papers) in accounting papers to meet the requirements for the major.

Note: Students who have taken ACCT231 to replace HRMG241 as a core paper may not also count ACCT231 as a paper towards this major, and must select an additional accounting paper for their major.

See next page for CA requirements.

**Bachelor of Business Analysis – Financial (BBA(Fin))**

**Accounting**

120 points above Level 100, of which 60 points must be above Level 200.

The following papers are compulsory:

- ACCT231 Management Accounting: Accounting for Organisational Control
- ACCT301 Accounting Theory
- ACCT302 Financial Accounting
- ACCT313 Accounting Information Technology and Systems

and a further 40 points in accounting papers to meet the requirements for the major.

**Bachelor of Electronic Commerce (BECom)**

**Accounting**

120 points above Level 100, of which 60 points must be above Level 200.

The following papers are compulsory:

- ACCT202 Intermediate Financial Accounting
- ACCT209 Accounting and Managerial Decision Making
- ACCT231 Management Accounting: Accounting for Organisational Control
- ACCT313 Accounting Information Technology and Systems
- ACCT341 Auditing
Complementary Areas of Study

- Management Systems
- Finance
- Law

CA Requirements

Within the Bachelor of Management Studies degree, students may undertake a course of study that will meet all the academic requirements for CA membership of the New Zealand Institute of Chartered Accountants (NZICA). CA membership is the professional qualification that is recognised in New Zealand and overseas. NZICA recognises the importance of a broad education and hands-on experience for all students and has commended the four-year BMS degree. NZICA requires four years’ (or equivalent) full-time study at a recognised tertiary institution, including the completion of an approved degree. The BMS, including the papers listed, has been approved for these purposes. If you choose to undertake the CA requirements within the BMS, you must satisfy both the BMS regulations and the additional requirements specified by NZICA.

You are advised to follow the NZICA and BMS requirements in the year in which you first enrolled for full-time study. There are slight changes from year-to-year, but most students are best served if their programme is consistent with the requirements that were in place in their first year of university study.

If you want assistance with planning a programme to meet NZICA requirements within the BMS degree, please see one of the following department advisors during the office hours posted on their office doors:

- Howard Davey MSB3.14 ext.4441
- Mary Low MSB3.38L ext.8746

Important Note: MNGT221 Business Law, Ethics and the Treaty of Waitangi and MCOM200 Management Communication must be included in the BMS to satisfy NZICA requirements, irrespective of the major or programme you are undertaking.

For those students who commenced their study prior to 2005, please see the relevant NZICA requirements on the Department of Accounting webpage.
2005 NZICA requirements

Students must complete a minimum of 5½ liberal, 10 accounting and 9½ business papers (see Department of Accounting web page) and must meet the following requirements specified by the Institute.

Students completing the BMS (Hons) do not need to complete the liberal papers but must complete the NZICA requirements for compulsory and advanced topics coverage. Honours students must complete 120 points in four Level 500 Accounting papers.

All accounting majors may replace HRMG241 Organisational Behaviour with ACCT231 Management Accounting: Accounting for Organisational Control. If you have space in your degree it is recommended that you also take HRMG241. Note: Students who have taken ACCT231 to replace HRMG241 as a core paper may not also count ACCT231 as a paper towards this major, and must select an additional accounting paper for their major.

<table>
<thead>
<tr>
<th>Compulsory Topics</th>
<th>Papers within the Institute-recognised programme at the University of Waikato</th>
<th>Classification</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial Accounting</td>
<td>Satisfied by prerequisites to advanced papers, e.g. ACCT202 Intermediate Financial Accounting</td>
<td>A</td>
</tr>
<tr>
<td>Management Accounting</td>
<td>ACCT231 Management Accounting: Accounting for Organisational Control</td>
<td>A</td>
</tr>
<tr>
<td>Auditing</td>
<td>ACCT341 Auditing (also qualifies as an advanced elective)</td>
<td>A</td>
</tr>
<tr>
<td>Taxation</td>
<td>ACCT351 Taxation (also qualifies as an advanced elective)</td>
<td>A</td>
</tr>
<tr>
<td>Economics</td>
<td>ECON100 Business Economics and the New Zealand Economy</td>
<td>B</td>
</tr>
<tr>
<td>Organisational Management</td>
<td>STMG191 Introduction to Management</td>
<td>B</td>
</tr>
<tr>
<td>Business Finance/Treasury</td>
<td>FINA201 Finance</td>
<td>B</td>
</tr>
<tr>
<td>Quantitative Methods/Statistics</td>
<td>STAT160 Management Statistics</td>
<td>B</td>
</tr>
<tr>
<td>Information Technology</td>
<td>MSYS111 Information Systems and Supply Chain Management or MSYS212 IT in Organisations or ACCT313 Accounting Information Technology and Systems (also qualifies as an advanced elective in A.I.S.)</td>
<td>B</td>
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<tr>
<td>Commercial Law</td>
<td>[MNGT221 Business Law, Ethics and the Treaty of Waitangi or LAWS204 Contracts] and [ACCT321 Commercial Law or LAWS426 Commercial Transactions] and [ACCT322/422 Law of Business Enterprises or LAWS305 Corporate Entities]</td>
<td>½B/½L</td>
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</table>

In addition, students must cover four from the six topics specified below at the advanced level, including two from the first three topics specified:

<table>
<thead>
<tr>
<th>Advanced Elective Topics</th>
<th>Papers within the Institute-recognised programme at the University of Waikato</th>
<th>Classification</th>
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</thead>
<tbody>
<tr>
<td>1 Financial Accounting</td>
<td>ACCT301/401 Accounting Theory and ACCT302 Financial Accounting</td>
<td>A</td>
</tr>
<tr>
<td>2 Management Accounting</td>
<td>ACCT331/431 Management Accounting (from 2004 corresponds to ACCT411) or ACCT511 Advanced Management Accounting (corresponding papers from 2004)</td>
<td>A</td>
</tr>
<tr>
<td>3 Auditing</td>
<td>ACCT341 Auditing</td>
<td>A</td>
</tr>
<tr>
<td>4 Taxation</td>
<td>ACCT351 Taxation</td>
<td>A</td>
</tr>
<tr>
<td>5 Business Finance/Treasury</td>
<td>FINA311 Corporate Finance and [FINA313 Capital Markets or FINA511 Advanced Corporate Finance]</td>
<td>A/B</td>
</tr>
<tr>
<td>6 Accounting Information Systems</td>
<td>ACCT313 Accounting Information Technology and Systems</td>
<td>A</td>
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</table>
2006 NZICA requirements

Students must complete a minimum of $5\frac{1}{2}$ liberal, 10 accounting and $9\frac{1}{2}$ business papers (see Department of Accounting web page) and must meet the following requirements specified by the Institute.

Students completing the BMS (Hons) do not need to complete the liberal papers but must complete the NZICA requirements for compulsory and advanced topics coverage. Honours students must complete 120 points four Level 500 Accounting papers.

All accounting majors may replace HRMG241 Organisational Behaviour with ACCT231 Management Accounting: Accounting for Organisational Control. If you have space in your degree it is recommended that you also take HRMG241. Note: Students who have taken ACCT231 to replace HRMG241 as a core paper, may not also count ACCT231 as a paper towards this major, and must select an additional accounting paper for their major.

### Compulsory Topics

<table>
<thead>
<tr>
<th>Topic</th>
<th>Papers within the Institute-recognised programme at the University of Waikato</th>
<th>Classification</th>
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<td>Financial Accounting</td>
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<tr>
<td>Management Accounting</td>
<td>ACCT231 Management Accounting: Accounting for Organisational Control</td>
<td>A</td>
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<tr>
<td>Auditing</td>
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<td>A</td>
</tr>
<tr>
<td>Taxation</td>
<td>ACCT351 Taxation (also qualifies as an advanced elective)</td>
<td>A</td>
</tr>
<tr>
<td>Economics</td>
<td>ECON100 Business Economics and the New Zealand Economy</td>
<td>B</td>
</tr>
<tr>
<td>Organisational Management</td>
<td>STMG191 Introduction to Management</td>
<td>B</td>
</tr>
<tr>
<td>Business Finance/Treasury</td>
<td>FINA201 Finance</td>
<td>B</td>
</tr>
<tr>
<td>Quantitative Methods/Statistics</td>
<td>STAT160 Management Statistics</td>
<td>B</td>
</tr>
<tr>
<td>Information Technology</td>
<td>MSYS111 Information Systems and Supply Chain Management</td>
<td>B</td>
</tr>
<tr>
<td></td>
<td>or MSYS212 IT in Organisations</td>
<td></td>
</tr>
<tr>
<td></td>
<td>or ACCT313 Accounting Information Technology and Systems (also qualifies as an advanced elective in A.I.S.)</td>
<td>A</td>
</tr>
<tr>
<td>Commercial Law</td>
<td>[MNGT221 Business Law, Ethics and the Treaty of Waitangi or LAWS204 Contracts] and [ACCT321 Commercial Law or LAWS426 Commercial Transactions] and [ACCT322/422 Law of Business Enterprises or LAWS305 Corporate Entities]</td>
<td>$\frac{1}{2}B/\frac{1}{2}L$</td>
</tr>
</tbody>
</table>

In addition, students must cover four from the six topics specified below at the advanced level, including two from the first three topics specified:

### Advanced Elective Topics

<table>
<thead>
<tr>
<th>Including 2 from first 3</th>
<th>Papers within the Institute-recognised programme at the University of Waikato</th>
<th>Classification</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Financial Accounting</td>
<td>ACCT301/401 Accounting Theory and ACCT302 Financial Accounting</td>
<td>A</td>
</tr>
<tr>
<td>2 Management Accounting</td>
<td>ACCT331/431 Management Accounting (from 2004 corresponds to ACCT411) and ACCT511 or ACCT531 Advanced Management Accounting (corresponding papers from 2004)</td>
<td>A</td>
</tr>
<tr>
<td>3 Auditing</td>
<td>ACCT341 Auditing</td>
<td>A</td>
</tr>
<tr>
<td>4 Taxation</td>
<td>ACCT351 Taxation</td>
<td>A</td>
</tr>
<tr>
<td>5 Business Finance/Treasury</td>
<td>FINA311 Corporate Finance and [FINA313 Capital Markets or FINA511 Advanced Corporate Finance]</td>
<td>A/B</td>
</tr>
<tr>
<td>6 Accounting Information Systems</td>
<td>ACCT313 Accounting Information Technology and Systems</td>
<td>A</td>
</tr>
</tbody>
</table>
PhD Supervisors

Students interested in enrolling in a MPhil or PhD are invited to make contact in the first instance with the Joint Chairperson of Accounting, Howard Davey hdavey@waikato.ac.nz or the Graduate Convenor, Martin Kelly kelly@waikato.ac.nz. The following list provides an indication of research expertise for staff who are qualified to supervise accounting PhD study.

Dr Brennan Allen’s research interests include corporate social responsibility; environmental accounting; business and professional ethics; international standardisation; voluntarism in regulation and governance and sustainability and business. He has personal interests in sustainable civilisation.

Professor Howard Davey’s primary research interests are in the areas of external reporting and financial accounting, including non-traditional measures of performance, as well as taxation and professional issues, and accounting theory.

Professor Ian Eggleton’s research interests relate to behavioural and organisational aspects of management control systems, public sector performance measurement systems, and quality of life measurement.

Dr Martin Kelly’s primary research interests are management education, sustainable business and corporate governance.

Professor Stewart Lawrence’s current research interests include performance measurement and evaluation practices especially in public sector organisations. He is also interested in corporate social responsibility and sustainable management practices and reporting.

Dr Joanne Locke’s research interests include international accounting, accounting education and financial accounting. Recent research includes studies of ERP systems, XBRL, and applying communication theory to professional standards.

Professor Alan Lowe’s current research interests are in the role of accounting in public sector reform and in new management accounting systems for performance measurement and knowledge management.

Dr Grant Samkin’s current research interests centre on financial accounting issues and the accounting standard setting process. He also conducts research in accounting education and accounting history.

Professor Karen Van Peursem’s research is primarily in auditing and accountability. A middle ground perspective is generally adopted in her work, which has included topics in audit risk and going concern, professional practices, performance measurement, the public health sector, and methodological development.

Paper Details for 2007

ACCT101-07A (HAM), 07B (HAM)
Accounting for Management
(Points: 15)
This paper emphasises the organisational and social context of accounting. It is based on the view that accounting is an ubiquitous social practice and is an integral aspect of the management of organisations.
The paper covers both the technical aspects of the provision and use of accounting information, and the social processes involved in planning, co-ordinating and evaluating activities in complex organisations.
Convenor: Mrs Mary Low
Internal assessment/Exam ration: 1:1

ACCT102-07S (HAM), 07A (HAM), 07B (HAM)
Introductory Financial Accounting
(Points: 15)
An introductory computer based accounting paper emphasising the preparation of accounting records. This paper provides opportunity to learn the language of accounting through addressing practical problems.
Convenor: Mrs Mary Low
Internal assessment/Exam ration: 3:2
Restrictions: ACCT209

ACCT202-07S (HAM), 07A (HAM), 07B (HAM)
Intermediate Financial Accounting
(Points: 20)
This paper is designed to familiarise students with, and critically explore, the practices, principles and regulations of New Zealand accounting. It includes preparation of general purpose financial reports, an introduction to consolidation of company accounts, partnership accounting and analysis and interpretation. The paper is important for those who wish to choose a career in accounting.
For Semester 07A (HAM) and 07B (HAM)
Convenor: Ms Helen Samujh

For Semester 07S (HAM)
Convenor: Mrs Mary Low
Internal assessment/Exam ration: 1:1
Prerequisites: ACCT101 and 16 credits at Level 3 in NCEA Accounting, or ACCT102, or ACCT209 (for non-BMS students), or at the discretion of the Chairperson of Department
**Accounting and Managerial Decision Making**

(Points: 20)

This paper is designed as a foundation for those wishing to continue with the Graduate Diploma of Accounting.

This paper requires completion of the paper components of ACCT102 Introductory Financial Accounting and will involve a final examination element.

In addition, an extra class hour is required to provide an understanding of the techniques and issues related to the management accounting component of the paper.

Convenor: Mrs Mary Low

Internal assessment/Exam ration: 7:3

Restrictions: ACCT101 and ACCT102

Note: This paper is not available to students enrolled in the Bachelor of Management Studies degree.

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**Business Law, Ethics and the Treaty of Waitangi**

(Points: 20)

This paper introduces business ethics through an examination of contemporary ethical issues. Theories of ethics are used to explore problems of rights and responsibilities. Ethical frameworks in society, business and law are considered. The paper demonstrates the linkages between these ethical frameworks and commerce through an overview of the sources of New Zealand business law and the obligations that arise under this law.

Convenor: Not available at time of printing

Internal assessment/Exam ration: 1:1

Prerequisites: STMG191

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**Management Accounting: Accounting for Organisational Control**

(Points: 20)

This paper emphasises the skills involved in everyday practice of management accounting. It develops skills in problem solving, including the use of quantitative analysis and understanding of basic costing techniques; to develop knowledge and abilities in using Excel spreadsheets; and also covers the organisational and behavioural aspects of accounting practices, and to consider the political and ethical environment within which accountants operate.

Convenor: Prof Stewart Lawrence

Internal assessment/Exam ration: 1:1

Prerequisites: ACCT101 or ACCT209 (for non-BMS students)

Restrictions: ACCT311

Note: Students undertaking an accounting major within the BMS degree can take this paper in place of HRMG241. However, if they do so they will be unable to count this paper toward their accounting major, and must select an additional accounting paper for their major.

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**Accounting Theory**

(Points: 20)

The objective of this paper is to help students develop critical thinking and sound analytical skills about the past, present and future of accounting theory and practice. Various approaches to the development of theory in general and accounting theory in particular will be critically examined and different schools of thought in the field of accounting research will be covered. The paper also aims to make students familiar with theoretical and practical issues and controversies in accounting.

Convenor: Prof Howard Davey

Internal assessment/Exam ration: 2:3

Prerequisites: ACCT202

Restrictions: ACCT401

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**Financial Accounting**

(Points: 20)

This paper is designed to deepen understanding of the issues involved in the current practices, principles and regulations of New Zealand accounting. The paper critically discusses major issues of accounting practice and research. The paper further facilitates critical and independent thinking, enhances analytical ability and fosters creativity and initiative.

In highlighting the policy issues involved in the choice of accounting methods, this paper attempts to take students beyond a mere mastery of technical skills.

Convenor: Dr Grant Samkin

Internal assessment/Exam ration: 1:1

Prerequisites: ACCT202

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**Accounting Information Technology and Systems**

(Points: 20)

This paper focuses on the design, acquisition, operation, management and control of accounting information systems with a focus on computerised accounting information systems. It also develops practical knowledge, understanding and skills in the use of databases, accounting packages and spreadsheets.

Convenor: Dr Joanne Locke

Internal assessment/Exam ration: 1:1

Prerequisites: ACCT202 and MSYS111

Restrictions: ACCT413

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**Commercial Law**

(Points: 20)

This paper studies selected areas of the law regulating commercial and domestic consumer contracts. It reviews statutory and common law developments in the general law of contract and provides an introduction to trust and insolvency law. The paper takes a critical approach to the areas of law considered.

Convenor: Not available at time of printing

Internal assessment/Exam ration: 1:2

Prerequisites: MNGT221
ACCT322-07B (HAM)
Law of Business Enterprises
(Points: 20)
This paper focuses on the law which is relevant to the formation and activities of business enterprises, particularly the legal requirements affecting companies in New Zealand. However, issues of relevance to all business enterprises are considered. It provides an understanding of the laws directly affecting business enterprises and encourages the application of legal principles to problem situations, as well as critical thinking about the broader issues which arise in relation to business enterprises.
Convenor: Mrs Andrea Bather
Internal assessment/Exam ration: 1:2
Prerequisites: MNGT221
Restrictions: ACCT422

ACCT324-07A (HAM), 07B (HAM)
Legal Issues in E-Commerce
(Points: 20)
The impact of the world wide web has been felt universally, not least in relation to the determination and enforcement of legal responsibilities. More than any other development in history, it has diminished the significance of national boundaries as the determinant of applicable and enforceable laws.
This paper is intended first to provide students with an appreciation of the legal issues arising from electronic commerce. Secondly, the students should develop the ability to identify the problems which they may face in the area, thereby assisting them in arriving at a solution.
Convenor: Mr Wayne Rumbles
Internal assessment/Exam ration: 3:2

ACCT331-07A (HAM), 07A (TGA)
Management Accounting
(Points: 20)
This paper examines a range of management accounting techniques and concepts. As the competitive environment and the methods and philosophy of management have changed dramatically, this paper aims to enable management accounting students to understand the impact of such changes on the management accounting practitioner.
Convenor: Mr Graham Francis
Internal assessment/Exam ration: 1:1
Prerequisites: ACCT231
Equivalents: ACCT311
Restrictions: ACCT411 and ACCT431

ACCT341-07A (HAM), 07A (TGA)
Auditing
(Points: 20)
This paper introduces the theory and practice of external auditing in New Zealand. It examines the role of financial audit, the profession and market mechanisms, audit practice including professional standards and guidelines; builds practical skills and increases knowledge of the audit process report, internal controls and the systems upon which the auditor may rely.
Convenor: Prof Karen Van Peursem
Internal assessment/Exam ration: 1:1
Prerequisites: ACCT202

ACCT351-07A (HAM), 07B (HAM), 07B (TGA)
Taxation
(Points: 20)
An introduction to and a working knowledge of the concepts, law and practice of the main direct and indirect taxes.
The paper imparts the broad framework of the main tax statutes and the detailed effect of selected specific provisions and also gives an appreciation of the basic applications of taxation law and the importance of taxation in business decisions.
Certain court decisions interpreting statutory provision will be covered.
Emphasis is on learning how to understand, interpret, apply and critically evaluate tax legislation.
For Semester 07A (HAM)
Convenor: Mr Jim Ryan
For Semester 07B (HAM) and 07B (TGA)
Convenor: Mr Clinton Alley
Internal assessment/Exam ration: 1:1
Prerequisites: ACCT202 or MNGT221

ACCT399-07C (HAM), 07D (HAM), 07R (HAM)
Applied Project in Accounting
(Points: 20)
An applied research project investigating an accounting related issue in an organisational context.
Convenor: Not available at time of printing
Internal assessment/Exam ration: 1:0
Restrictions: ECON399 and FINA399
Note: This paper is only available for BBA(Fin) students.

ACCT401-07A (HAM), 07A (TGA)
Advanced Accounting Theory
(Points: 20)
The objective of this paper is to help students develop critical thinking and sound analytical skills about the past, present and future of accounting theory and practice. Various approaches to the development of theory in general and accounting theory in particular will be critically examined and different schools of thought in the field of accounting research will be covered.
The paper also aims to make students familiar with theoretical and practical issues and controversies in accounting.
Convenor: Prof Howard Davey
Internal assessment/Exam ration: 3:2
Prerequisites: ACCT202
Restrictions: ACCT301

ACCT402-07B (HAM)
Advanced Financial Accounting
(Points: 20)
A study of the principles and practices of company accounting, as well as critical examination of a number of recently issued accounting standards and exposure drafts. These include but are not limited to issues associated with financial instruments, share payment schemes, and service concession arrangements.
Convenor: Dr Grant Samkin
Internal assessment/Exam ration: 1:0
Prerequisites: ACCT302
### ACCT407-07B (HAM)
**Accounting for Sustainability**  
(Points: 20)  
This paper examines how organisations might take principles of sustainability into account in decision making, performance evaluation and reporting. The importance of recognising the wider environments within which the organisation exists is emphasised.  
**Convenor:** Dr Brennan Allen  
**Internal assessment/Exam ration:** 1:1  
**Prerequisites:** 20 points at 300 level in accounting, or at the discretion of the Chairperson of Department

### ACCT412-07A (HAM)
**Organisations and Society**  
(Points: 20)  
The paper involves the study of change in organisations and society. It considers the accountability to their stakeholders of those responsible for change. The role of education in developing good citizens is explored. Critical thinking is encouraged.  
**Convenor:** AProf Martin Kelly  
**Internal assessment/Exam ration:** 1:0  
**Prerequisites:** ACCT202 or ACCT231  
**Restrictions:** ACCT312

### ACCT422-07B (TGA)
**Law of Business Enterprises**  
(Points: 20)  
This paper focuses on the law which is relevant to the formation and activities of business enterprises, particularly the legal requirements affecting companies in New Zealand. However, issues of relevance to all business enterprises are considered.  
It provides an understanding of the laws directly affecting business enterprises and encourages the application of legal principles to problem situations as well as critical thinking about the broader issues which arise in relation to business enterprises. It also contains an advanced examination of the issues of relevance to business enterprises in the form of a research essay on an approved topic of choice.  
**Convenor:** Mrs Andrea Bather  
**Internal assessment/Exam ration:** 1:1  
**Prerequisites:** MNGT221  
**Equivalents:** ACCT423  
**Restrictions:** ACCT322

### ACCT431-07A (HAM), 07A (TGA)
**Management Accounting**  
(Points: 20)  
This paper examines a range of management accounting techniques and concepts. As the competitive environment and the methods and philosophy of management have changed dramatically, this paper aims to enable management accounting students to understand the impact of such changes on the management accounting practitioner. It further aims to develop a critical and enquiring approach to the subject by an advanced examination of issues of relevance.  
**Convenor:** Mr Graham Francis  
**Internal assessment/Exam ration:** 3:2  
**Prerequisites:** ACCT231 or ACCT311  
**Equivalents:** ACCT411  
**Restrictions:** ACCT331

### ACCT451-07A (HAM)
**Advanced Taxation**  
(Points: 20)  
An understanding of taxation is not only relevant but critical to success in the business world. The complexity and frequency of domestic tax changes and the increasing importance of having a working knowledge of some of the overseas tax regimes have made it difficult to adequately familiarise students with the theory, concepts, law and practice of taxation in the prerequisite Level 300 taxation paper. Accordingly, this Level 400 paper provides a more in-depth study of direct, indirect and wealth taxes both within and outside New Zealand.  
Each student chooses taxation topics and regimes pertinent to them for critical analysis and evaluation.  
**Convenor:** Mr Clinton Alley  
**Internal assessment/Exam ration:** 1:0  
**Prerequisites:** ACCT351

### ACCT490-07S (TGA), 07S (HAM), 07A (HAM), 07A (TGA), 07B (HAM), 07B (TGA), 07C (HAM), 07C (TGA), 07Y (HAM), 07Y (TGA)
**Directed Study**  
(Points: 20)  
This paper is available only to Waikato Management School students with the approval of the Chairperson.  
**Convenor:** Not available at time of printing  
**Internal assessment/Exam ration:** 1:0

### ACCT499-07C (HAM), 07C (TGA), 07D (HAM), 07D (TGA), 07R (HAM), 07R (TGA)
**Report of an Investigation**  
(Points: 20)  
Directed investigation of an approved topic, available only to students enrolled in the Bachelor of Management Studies degree.  
**For Semester 07C (HAM) and 07C (TGA) and 07F (HAM) and 07M (TGA) and 07F (TGA) and 07M (HAM)**  
**Convenor:** Mr Jim Ryan  
**Internal assessment/Exam ration:** 1:0  
**Prerequisites:** All 100, 200 and 300 Level BMS core compulsory papers and at least 40 points at 300 level in accounting  
**Restrictions:** ACCT599

### ACCT501-07B (HAM)
**Advances in Accounting Theory and Research**  
(Points: 30)  
The paper focuses on developments in accounting theory and practice, and on approaches to research in accounting. It aims to equip students with a foundation to undertake original research.  
**Convenor:** Prof Alan Lowe  
**Internal assessment/Exam ration:** 1:0  
**Prerequisites:** ACCT301  
**Note:** This paper is limited to 25 students selected by the Course Convenor in order of application to enrol.
MNGT501-07S (HAM)

Research Methods in Management Studies
(Points: 30)

This paper offers an introduction to research methods and methodology for postgraduate students, toward enabling participants to form the knowledge and develop the skills needed to carry out independent research. A desired outcome is that students completing the paper would be able to design and defend a research study plan and be able to write up a comprehensive and cohesive research proposal. This is a broad introduction in order to accommodate management backgrounds generally. An aim of the paper is also to ensure that the student may emerge prepared for other and more advanced discipline, methodology or paradigm specific research method papers.

Convenor: Not available at time of printing
Internal assessment/Exam ration: 1:0
Restrictions: ECOS544, MKTG507, MSYS551 and TOMG506
Note: This paper is limited to 32 students selected by the Course Convenor in order of application to enrol.

ACCT502-07A (HAM)

Advanced Financial Reporting
(Points: 30)

This paper equips students with sufficient practical knowledge to appreciate some of the problems involved in preparing advanced financial statements. It will also enhance an understanding of the different issues facing accountants and preparers of general purpose financial reports, as well as enabling students to critically interpret financial statements.

Convenor: Dr Grant Samkin
Internal assessment/Exam ration: 1:0
Prerequisites: ACCT301 and ACCT302, or at the discretion of the Chairperson of Department
Note: This paper is limited to 25 students selected by the Course Convenor in order of application to enrol.

ACCT506-07A (HAM)

International Accounting
(Points: 30)

This paper explores and analyses accounting in a global and transnational context. Similarities and differences between accounting and its regulation in different national contexts, and attempts to harmonise the accounting practices of different countries are discussed. The paper also addresses issues relevant for an appreciation of accounting in developing countries and economies in transition such as the economies of Eastern Europe and China.

Convenor: Prof Howard Davey
Internal assessment/Exam ration: 1:0
Prerequisites: ACCT301
Note: This paper is limited to 25 students selected by the Course Convenor in order of application to enrol.

ACCT507-07A (HAM)

Accounting, Sustainability and a Changing Environment
(Points: 30)

A study of the potential role(s) of accounting in the journey to a sustainable civilisation. A key theme in the paper is change with a particular focus on how changes in thinking must inform changes in action.

Convenor: Dr Brennan Allen
Internal assessment/Exam ration: 1:0
Prerequisites: Admission is at the discretion of the Chairperson of Department
Note: This paper is limited to 25 students selected by the Course Convenor in order of application to enrol.

ACCT512-07S (HAM)

Organisations and Society
(Points: 30)

This paper encourages students to develop their integrative knowledge of managerial disciplines. It also encourages students to develop themselves and thereby become more effective as citizens and managers in our fast-changing society.

Convenor: AProf Martin Kelly
Internal assessment/Exam ration: 1:0
Prerequisites: ACCT301 or at the discretion of the Chairperson of Department
Restrictions: ACCT412
Note: This paper is limited to 25 students selected by the Course Convenor in order of application to enrol.

ACCT513-07B (HAM)

Virtual Accounting Systems
(Points: 30)

The purpose of this paper is to provide students with a broad view of the role of accounting information in organisational practices and to provide advanced material on current developments in information communication technology. The paper seeks to explore virtual accounting systems as emergent artefacts which affect the environment within organisations. Particular emphasis will be given to the linkages between accounting, information systems and aspects of the management and development of organisational knowledge and intellectual capital.

Convenors: Dr Joanne Locke, Prof Alan Lowe
Internal assessment/Exam ration: 1:0
Prerequisites: ACCT313 or at the discretion of the Chairperson of Department
Restrictions: ACCT412
Note: This paper is limited to 25 students selected by the Course Convenor in order of application to enrol.

ACCT531-07B (HAM)

Advanced Management Accounting
(Points: 30)

This paper aims to develop skills and critical ability in management accounting. It will broaden the knowledge of participants by examining the diverse perspectives and approaches evident in the subject of management accounting.

Convenor: Prof Stewart Lawrence
Internal assessment/Exam ration: 1:0
Prerequisites: ACCT331
Equivalents: ACCT511
Note: This paper is limited to 25 students selected by the Course Convenor in order of application to enrol.
**Public Sector Performance Measurement and Evaluation**

**ACCT532-07B (HAM)**

(Points: 30)

The objective of this paper is to familiarise students with current theoretical perspectives of public sector management (as applied to government agencies and state owned enterprises, not-for-profit organisations and social enterprises), and to introduce them to conceptual frameworks that can guide the implementation of the performance management cycle, namely: planning, budgeting, operating, monitoring, evaluation and reporting. Critical to the ability to apply this performance management cycle are such concepts as needs assessment, goal and objective setting, performance indicator development and measurement, and longer term evaluation.

Convenor: Prof Ian Eggleton
Internal assessment/Exam ration: 1:0
Prerequisites:
ACCT301 or ACCT302 or ACCT331 or at the discretion of the Chairperson of Department
Equivalents:
ACCT560
Note: This paper is limited to 25 students selected by the Course Convenor in order of application to enrol.

**Fraud Auditing**

**ACCT541-07A (HAM)**

(Points: 30)

A focus on fraud and forensic auditing. Topics are examined in-depth and selected on the basis of their controversial nature or their knowledge building potential. Analysis is facilitated by a case-based approach to learning. There is a small computer element.

Convenor: Prof Karen Van Peursem
Internal assessment/Exam ration: 1:0
Prerequisites:
ACCT341 or equivalent, or audit experience, or at the discretion of the Chairperson of Department
Note: This paper is limited to 25 students selected by the Course Convenor in order of application to enrol.

**International Tax Strategies**

**ACCT551-07B (HAM)**

(Points: 30)

This paper is both theoretical and interpretational. It will critically evaluate various international tax issues for New Zealand with the focus on policies and consequences. By studying the 'why' and 'what' questions of taxation, students will be able to analyse taxation options, develop a better understanding of current concepts, trace some of the factors that have shaped international practices, and gain additional interpretative skills.

Convenors: Prof Howard Davey, Mr Jim Ryan
Internal assessment/Exam ration: 1:0
Prerequisites:
ACCT351
Note: This paper is limited to 25 students selected by the Course Convenor in order of application to enrol.

**Directed Study**

**ACCT590-07S (HAM), 07A (HAM), 07B (HAM), 07C (HAM), 07Y (HAM)**

(Points: 30)

Convenor:
Internal assessment/Exam ration: Not available at time of printing
Prerequisites: ACCT301 or ACCT302 or ACCT331 or at the discretion of the Chairperson of Department
Equivalents: ACCT560
Note: This paper is limited to 25 students selected by the Course Convenor in order of application to enrol.

**Accounting Dissertation**

**ACCT591-07C (HAM)**

(Points: 30)

Convenor:
Internal assessment/Exam ration: Not available at time of printing
Prerequisites: ACCT351
Note: Available only to students enrolled in the BMS(Hons) degree.

**ACCT592-07C (HAM)**

(Points: 60)

Convenor:
Internal assessment/Exam ration: Not available at time of printing
Prerequisites: ACCT351
Note: Available only to students enrolled in the BMS(Hons) degree.

**ACCT593-07C (HAM)**

(Points: 90)

Convenor:
Internal assessment/Exam ration: Not available at time of printing
Prerequisites: ACCT351
Note: Available only to students enrolled in the BMS(Hons) degree.

**ACCT594-07C (HAM)**

(Points: 120)

Convenor:
Internal assessment/Exam ration: Not available at time of printing
Prerequisites: ACCT351
Note: Available only to students enrolled in the BMS(Hons) degree.

**Report of an Investigation**

**ACCT599-07C (HAM), 07D (HAM), 07R (HAM)**

(Points: 30)

For Semester 07C (HAM)
Convenor: Mr Jim Ryan
For Semester 07F (HAM) and 07M (HAM)
Convenor:
Internal assessment/Exam ration: Not available at time of printing
Prerequisites: All 100, 200 and 300 Level BMS core compulsory papers and at least 40 points at 300 level in accounting
Restrictions: ACCT499
Note: Available only to students enrolled in the BMS(Hons) degree.
What is Economics?

Economics is an exciting and rewarding area of study. It concerns the way in which people make the best decisions to allocate scarce resources to meet their objectives. At the University of Waikato you’ll learn just how useful economics is to your everyday life, your business performance and to government policy. You’ll be able to look at the world in a different light and make business and everyday decisions much more clearly.

Our speciality is applied economics. The Department of Economics encourages people to think sensibly and carefully about business issues and government policy. We offer a practical approach to solving business and other problems using real world case studies and up-to-date analytical techniques. Even if you’re majoring in another subject, adding economics papers will add value to your degree and future career.

Contacts for the Department of Economics

Administrator
MSB2.15 ext. 4045 economics@waikato.ac.nz

Dan Marsh – Undergraduate Convenor
MSB2.19 ext. 4950 dmarsh@waikato.ac.nz

Anna Strutt – Graduate Convenor
MSB3.26 ext. 4958 astrutt@waikato.ac.nz

Interests

• Business Economics
• Economic Analysis
• Policy Analysis
• International Economics

Careers

• Policy Analyst and Advisor
• Business Analyst
• Financial Analyst
• Economics Researcher
• Management Consultant
• Economics Teacher

Employers

• Large Companies and Corporates
• Government Departments
• Banks and Investment Companies
• International Agencies (e.g. OECD, World Bank, IMF)
• Treasury and Reserve Bank
• Regional and District Councils
• Consulting and Accounting Firms
• Universities, Polytechnics and Research Organisations

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Anna Strutt – Graduate Convenor
MSB3.26 ext.4958 astrutt@waikato.ac.nz
## Available Papers in 2007

<table>
<thead>
<tr>
<th>Level</th>
<th>Paper</th>
<th>Semester</th>
<th>Description</th>
<th>Economics major for the BMS and BMS(Hons)*</th>
<th>Economics major for the BBA(Fin)</th>
<th>Economics major for the GradDipEcon</th>
<th>GradCertEcon</th>
<th>PCCEcon</th>
<th>PGDipEcon</th>
<th>MMS Economics</th>
<th>MMS Applied Economics and Finance</th>
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*Note: Level 500 papers may only be taken by students enrolled in the BMS(Hons)
Qualification and Specific Subject Requirements

**Bachelor of Management Studies (BMS)**

**Economics**

120 points (at least 6 papers) above Level 100, of which 60 points (at least 3 papers) must be above Level 200, and of which 40 points (at least 2 papers) must be above Level 300, and which, for honours students only, must include at least 30 points at Level 500. Please note that ECON200 may not be included as one of these six papers.

One of the following papers is compulsory for honours students:

- either ECON501/541, ECON502/542 or ECON504/543.

Students may complete a specialisation in economic analysis, business economics, policy analysis or international economics (see section entitled Possible Streams in an Economics Major). Joint programmes with finance may also be taken.

**Note:** Students may take no more than two FINA papers from the list of papers approved for the major in economics shown in the above section entitled Available Papers in 2007.

**Note:** Students commencing honours, a Postgraduate Diploma in Economics or a masters degree must have included in their undergraduate degree at least one paper from each of the following three groups of papers:

- Microeconomics Group: ECON202, ECON313, ECON314, ECON318, ECON413, ECON414
- Macroeconomics Group: ECON200, ECON201, ECON301, ECON401
- Econometrics Group: ECON204, ECON304, ECON308, ECON404, ECON408

**Bachelor of Business Analysis – Financial (BBA(Fin))**

**Economics**

120 points above Level 100 of which 60 points must be above Level 200.

The following papers are compulsory:

- ECON202 Microeconomics and Business Economics
- ECON204 Quantitative Methods for Economics and Finance
- and a further 80 points in economic papers to meet the requirements for the major.

**Note:** Students may take no more than two FINA papers from the list of papers approved for the major in economics shown in the above section entitled Available Papers in 2007.

**Bachelor of Electronic Commerce (BECom)**

**Economics**

120 points above Level 100, of which 60 points must be above Level 200.

The following papers are compulsory:

- ECON200 Macroeconomics and the Global Economy
- ECON318 Economics of Electronic Commerce and Networks
- and either ECON202 Microeconomics and Business Economics or ECON204 Quantitative Methods for Economics and Finance
- and a further 60 points in economics papers to meet the requirements for the major.

**Note:** Students may take no more than two FINA papers from the list of papers approved for the major in economics shown in the above section entitled Available Papers in 2007.

Please also note that this major requires that students successfully complete the prerequisite Level 100 paper ECON100.

**Graduate Certificate in Economics (GradCertEcon)**

**Requirements**

60 points above Level 100 or above, of which 40 points must be Level 300 or above.

20 points may be taken from outside the subject with the permission of the department’s Graduate Convenor.

Students are required to meet with the department’s Graduate Convenor to discuss their particular programme, possible compulsory papers, and pathway to the Graduate Diploma.

**Graduate Diploma in Economics (GradDipEcon)**

**Requirements**

120 points above Level 100, of which 80 points must be above Level 200.

One of the following papers is compulsory unless an equivalent paper in economics has been completed in another tertiary qualification:

- either ECON200 Macroeconomics and the Global Economy or ECON202 Microeconomics and Business Economics
- and a further 100 or 120 points in economics papers to meet the requirements for the qualification.

40 points may be taken from outside the subject with the permission of the department’s Graduate Convenor.

**Postgraduate Certificate in Economics (PGCertEcon)**

**Requirements**

60 points at Level 500.

20 points may be taken from outside the subject with the permission of the department’s Graduate Convenor.
Students are required to meet with the department's Graduate Convenor to discuss their particular programme, possible compulsory papers, and pathway to the Graduate Diploma.

**Postgraduate Diploma in Economics (PGDipEcon)**

**Requirements**
- 120 points at Level 500.
- 30 points may be taken from outside the subject with the permission of the department's Graduate Convenor.

Students should meet with the department's Graduate Convenor to select an appropriate programme of study for their situation.

**Note:** Students commencing honours, a Postgraduate Diploma in Economics or a masters degree must have included in their undergraduate degree at least one paper from each of the following three groups of papers:

- Microeconomics Group: ECON202, ECON313, ECON314, ECON318, ECON413, ECON414
- Macroeconomics Group: ECON200, ECON201, ECON301, ECON401
- Econometrics Group: ECON204, ECON304, ECON308, ECON404, ECON408

**Master of Management Studies (MMS)**

**Economics**
- 120 points at Level 500.

Candidates will normally be required to present a dissertation (30 or 60 points) or thesis (90 or 120 points) and a research methodology paper, unless passed previously, normally all within the major subject area.

**Note:** Students commencing honours, a Postgraduate Diploma in Economics or a masters degree must have included in their undergraduate degree at least one paper from each of the following three groups of papers:

- Microeconomics Group: ECON202, ECON313, ECON314, ECON318, ECON413, ECON414
- Macroeconomics Group: ECON200, ECON201, ECON301, ECON401
- Econometrics Group: ECON204, ECON304, ECON308, ECON404, ECON408

Prior to, or during, a masters degree at least two of: ECON541, ECON542, ECON543, or the full paper counterpart of these papers: ECON501, ECON502, ECON 504 must be successfully completed.

**Applied Economics and Finance**
- 120 points at Level 500.

Candidates will normally be required to present a dissertation (30 or 60 points) or thesis (90 or 120 points) and a research methodology paper, unless passed previously, normally all within the major subject area.

Prior to, or during, a masters degree ECON543, FINA510 (or FINA311), FINA517 (or FINA312) and ECON541 or ECON542 must be successfully completed. These are all half papers worth 15 points each; the full paper counterparts to these are also acceptable.

**Master of Philosophy and Doctor of Philosophy**

Contact the department's Graduate Convenor

**Possible Streams within an Economics Major**

Although it is not necessary to fit within any particular stream or group of papers, students may find it useful to consider the following streams when planning their economics major: ECON202 and ECON204 are highly recommended for all students, especially those considering honours. Students should consider deferring one BMS part 2 core paper in order to complete ECON200, ECON202 and ECON204 before starting Level 300 papers. Note that some papers are offered in alternate years. ECON544 is applicable to all streams, particularly for students taking a masters. Students are encouraged to contact the Department of Economics for further advice on paper selection and degree planning.

**Stream 1 Economic Analysis**

<table>
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<tr>
<th>Paper Code/Title</th>
<th>Course Title</th>
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<tr>
<td>ECON202</td>
<td>Microeconomics and Business Economics</td>
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<tr>
<td>ECON204</td>
<td>Quantitative Methods for Economics and Finance</td>
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<tr>
<td>ECON301/401</td>
<td>Monetary and Macroeconomics</td>
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<td>ECON304/404</td>
<td>Econometrics</td>
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**Stream 2 Business Economics**

<table>
<thead>
<tr>
<th>Paper Code/Title</th>
<th>Course Title</th>
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<tr>
<td>ECON202</td>
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<td>Quantitative Methods for Economics and Finance</td>
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<tr>
<td>ECON304/404</td>
<td>Econometrics</td>
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<tr>
<td>ECON308/408</td>
<td>Managerial Economics and Strategy</td>
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<tr>
<td>ECON314/414</td>
<td>Markets, Competition and Organisation</td>
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<tr>
<td>ECON318</td>
<td>Economics of Electronic Commerce and Networks</td>
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<tr>
<td>ECON499/599</td>
<td>Report of an Investigation</td>
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ECON502  Microeconomic Analysis or ECON542 Microeconomics Directed Reading
ECON528  Econometric Topics: Forecasting and Finance
ECON532  International Finance
ECON534  Financial Economics

**Stream 3 Policy Analysis**
- ECON202  Microeconomics and Business Economics
- ECON204  Quantitative Methods for Economics and Finance
- ECON217/317  Economics, Law and Policy
- ECON304/404  Econometrics
- ECON305/405  Development Economics
- ECON313/413  Economics of Human Resources and Public Policy
- ECON315/415  Environmental and Natural Resource Economics
- ECON316  Dimensions of Sustainability
- ECON318/418  Economics of Electronic Commerce and Networks
- ECON339/439  Urban and Regional Economics
- ECON499/599  Report of an Investigation
- ECON504  Econometric Analysis or ECON543 Econometrics Directed Reading
- ECON517  Applied Regional and General Equilibrium Analysis
- ECON526  Law and Economics
- ECON530  Topics in Development
- ECON538  Natural Resource Economics
- ECON539  Environmental Economics

A student wishing to specialise in environmental and natural resource economics or sustainability should consider ECON217, ECON315/415, ECON316, ECON526, ECON538 and ECON539.

**Stream 4 International Economics**
- ECON202  Microeconomics and Business Economics
- ECON204  Quantitative Methods for Economics and Finance
- ECON236/336  Comparative Economic Performance
- ECON301/401  Monetary and Macroeconomics
- ECON305/405  Development Economics
- ECON306/406  International Trade and Finance
- FINA317/417  International Corporate Finance
- ECON499/599  Report of an Investigation
- ECON502  Microeconomic Analysis or ECON542 Microeconomics Directed Reading
- ECON504  Econometric Analysis or ECON543 Econometrics Directed Reading
- ECON517  Applied Regional and General Equilibrium Analysis
- ECON530  Topics in Development
- ECON531  International Trade: Theory and Policy Issues
- ECON532  International Finance

Students wishing to specialise in international economics may also major in international management.

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**Complementary Fields of Study**

**Economics and Finance**

**Career:** Industry Analysis and Finance Careers

Much of modern finance has grown out of work in economics. Finance graduates with good quantitative skills are also in high demand in the corporate sector. Thus, combining finance and economics as a joint major, or simply including finance papers in a programme with economics is a valuable option.

Some finance papers may be treated as economics papers for the purpose of a major. However, please note that no more than two papers from the following list can be used for the purpose of an economics major.

- FINA311  Corporate Finance
- FINA312  Portfolios and Markets
- FINA313  Capital Markets
- FINA317/417  International Corporate Finance
- FINA506  Finance Theory

It is important to note that a single paper can count towards only one major. Economics with Mathematics and Statistics in the BMS

**Career: Economic Analysts and Research Economists**

Both mathematics and statistics complement economics. Students with an interest in these subjects, or with a strong academic record in high school mathematics, are encouraged to consider taking a joint major with economics, or to include some additional mathematics and statistics papers in their programmes.

In developing programmes involving mathematics and statistics papers, students should note that:

- For those with more than 65% in Bursary mathematics with statistics or 16 credits in Statistics and Modelling or Mathematics with Calculus at NCEA Level 3, STAT121 or STAT122 may be taken in place of STAT160 as satisfying the requirements for the BMS degree. STAT160 is specifically designed with business applications in mind
- The paper STAT221 will satisfy the prerequisite requirements for Level 300 and 400 papers in place of ECON204 if it is taken along with Level 100 calculus and algebra. In this case one of these can also be counted as part of a major in mathematics or a major in economics within the BMS degree.
- Students with 80% or better in Bursary or 16 credits at NCEA Level 3 in Statistics and Modelling or Mathematics with Calculus should see the respective Chairperson of the Department of Mathematics or Statistics to enquire about direct entry into Level 200 mathematics or statistics papers. Direct entry substantially increases the flexibility of your degree programme.

The following suggested programme of papers in mathematics and statistics would satisfy the requirements for a major in mathematics and statistics within the BMS degree. This programme not only includes a strong combination of complementary mathematics papers, but includes mainstream statistics papers providing ideal preparation for econometrics papers at Level 300 and the graduate level.

- MATH101  Introduction to Calculus
- MATH102  Introduction to Algebra
- MATH251  Multivariable Calculus (half paper)
- MATH252  Introduction to Real Analysis (half paper)
MATH253 Linear Algebra (half paper)
MATH254 Algebra (half paper)
20 points at Level 200 in either Mathematics or Statistics.
MATH311 Advanced Calculus
STAT321 Advanced Data Analysis
20 points at Level 300 (either STAT322, STAT323, or STAT352)

For students who are more interested in applied statistics and applications, STAT160 followed by STAT221 would represent the ideal paper combination. Even if you are not completing a full major in mathematics or statistics, further papers in these subjects may complement your economics programme.

Law and Economics
Career: Policy Analysts and Commercial Law
Law and economics is a rich and varied field. It will interest students with a background in many areas including law, economics, marketing, politics, and environmental studies.

Law and economics will introduce you to the use of economic reasoning and techniques in the analysis of law and legal issues. This type of analysis is an important skill for economists, particularly in the policy arena. Economic analysis can be used to examine the efficiency and incentive effects of laws and regulations, supplementing the traditional view that legal rules are tools for society to achieve its goals of justice and fairness. Two corresponding law and economics papers are offered at the undergraduate level:

ECON217 Economics, Law and Policy
This paper will suit a wide range of students including those with a limited background in economics.

ECON317 Economics, Law and Policy
This paper will suit students with a stronger background in microeconomics (i.e. ECON202), particularly students doing an economics major.

Other complementary undergraduate economics papers include:

ECON202 Microeconomics and Business Economics
ECON313/413 Economics of Human Resources and Public Policy
ECON414 Markets, Competition and Organisation
ECON315/415 Environmental and Natural Resource Economics

Law and economics is also offered at the graduate level:

ECON526 Law and Economics (half paper)

Students majoring in economics in the LLB may use the definition for a major from either Waikato Management School or the Faculty of Arts and Social Sciences.

International Management in the BMS
Students wishing to specialise in international economics may wish to major in international management.

Specified Interdisciplinary Programmes and Other Degrees
The value of skills in economic analysis is recognised in a number of special purpose interdisciplinary programmes involving economics. These programmes are designed to provide a range of particular career opportunities. For further information on these programmes see the Department of Economics or relevant department.

- Resources and Environmental Planning in the Bachelor of Social Sciences (BSoS) or the Bachelor of Science (BSc). A programme involving science, economics and geography designed for a career in the planning of natural resources and the environment.
- Economics, Finance and Mathematics Programme in the Bachelor of Computing and Mathematical Sciences (BCMS) or in the Bachelor of Science (BSc). A programme that enables students to combine a high-powered programme in mathematics with economics and/or finance for a career as a research economist or quantitative financial analyst.
- Statistics and Economics in the Bachelor of Science (BSc). This programme enables students to combine a specialised programme in statistics with economics for a career in applied or theoretical economic research.
- Philosophy, Politics and Economics Programme in the Bachelor of Social Sciences (BSoS). A programme that combines an education in economic analysis with a knowledge of moral issues and public affairs. This provides a programme specifically targeted at those interested in a general career in the public service.
- Economics Major in the Bachelor of Social Sciences (BSoS). Students can major in economics within the three-year BSoS degree. This option enables students not only to specialise in economics but also to include related studies, such as philosophy, politics, history, industrial relations and human resource management.

Prizes/Awards
The Department of Economics offers the following prizes/awards for top students in economics (students are not required to apply for these awards).

- J T Ward Prize in Economics
- Brendan Thompson Prize
- Foundation Professors Prize in Economics
- Bill & Joan Flower Trust Prize in Environmental Economics
- Bill & Joan Flower Trust Prize in Global Economics

For further information please refer to the section entitled Scholarships Prizes and Awards.
PhD Supervisors

The following list contains the names of the staff within the Department of Economics who are available to supervise MPhil and PhD students, and the areas in which they offer supervision.

Dr Sayeeda Bano’s main teaching areas are international trade and finance. Her research interests are intra-industry trade including trade in services, balance of payments issues, and economic integration.

Dr Richard Dutu’s main research areas are monetary economics, macroeconomics, and economic history.

Professor Mark Holmes’ main research areas are macroeconomics, economic growth, real estate economics and labour economics.

Professor John Gibson’s teaching and research interests are in microeconomics and in the microeconometric aspects of development, labour and the international economy, poverty analysis and panel econometrics.

Associate Professor Warren Hughes’ major research interests include input-output and regional impact analysis in economics, financial modelling, and game theory.

Dr Steven Lim’s research interests include transitional economies and East Asian economies, in particular China’s economic reforms. He currently has graduate students working on HIV/AIDS and landmine research.

Dr Dan Marsh’s research interests include environmental and natural resource economics, biotechnology and innovation.

Professor Philip McCann’s current research interests include regional economics, industrial organisation and labour economics.

Professor Ric Scarpa’s research interests are in the areas of environmental economics, natural resource economics and economic modelling.

Professor Frank Scrimgeour’s current research focuses on environmental and natural resource economics.

Dr Anna Strutt’s teaching and research interests include law and economics, CGE modelling and international trade policy reform, including the effects on poverty and the natural environment.

Associate Professor John Tressler’s major teaching and research interests are in microeconomics. In particular he is interested in industrial economics and economic theory that deals with the impact of uncertainty, and risk of economic decisions.

Paper Details for 2007

For descriptions of Finance (FINA) papers please refer to the relevant area of study.

ECON100-07S (HAM), 07A (HAM), 07B (HAM)

Business Economics and the New Zealand Economy
(Points: 15)
An introduction to the analysis of market environments and the New Zealand economy from a business and policy perspective.
For Semester 07A (HAM)
Convenor: Dr Steven Lim
Internal assessment/Exam ratio: 1:1
For Semester 07B (HAM)
Convenor: Mrs Bridget Daldy
Internal assessment/Exam ratio: 1:1
For Semester 07S (HAM)
Convenor: Not available at time of printing
Internal assessment/Exam ratio: 1:1
Note: This paper is limited to 400 students per semester selected by the Chairperson of Economics in order of application to enrol.

ECON110-07B (HAM), 07B (SEC)

Economics, Media and Society
(Points: 15)
An introduction to the analysis of social issues from an economics perspective.
Aim: To introduce students to key economic models and techniques of social and economic policy analysis, and to develop critical thinking skills in economics.
Content: A range of social policy topics are considered including intellectual property, information and media, the environment and natural resources, trade and globalisation, education, and health. These topics are explored using relevant theory and developed with the aid of numerous case studies.
Convenor: Not available at time of printing
Internal assessment/Exam ratio: 1:1

ECON200-07A (HAM), 07B (HAM)

Macroeconomics and the Global Economy
(Points: 20)
An analysis of the overall performance of the national economy, the role of macroeconomic policy, and the interactions with the global economy.
Aim: To help students develop an understanding of the interrelationships between macroeconomic variables: the determinants of long-term growth, short-term economic fluctuations and unemployment; how monetary policy affects interest rates, prices and inflation; and the interactions with other nations via trade balance, net foreign investment and exchange rate effects.
Convenor: Dr Richard Dutu
Internal assessment/Exam ratio: 1:1
Prerequisites: ECON100 or ECON110 or 75% or better in Bursary Economics or 20 credits at Level 3 in NCEA Economics and the permission of the Chairperson of the Department
Microeconomics and Business Economics

Aim: To develop the ability of students to use microeconomics to analyse economic problems of relevance to businesses and to public sector decision makers.

Content: An approach for studying choice is developed using the concept of a “rational” decision as a base to consider individuals, markets and policy. This approach has a wide range of applications in many areas in which choice is central. For example: pricing, forecasting demand, the welfare effects of economic change, cost of living indices, the impact of taxes and subsidies, savings and investment decisions, decisions involving risk and imperfect information, efficient contracts and organisations, incentives, strategic competition, the pricing and use of exhaustible and renewable resources and environmental policy.

For Semester 07A (HAM)
Convenor: Prof Philip McCann
Internal assessment/Exam ratio: 1:1

For Semester 07S (HAM)
Convenor: Not available at time of printing
Internal assessment/Exam ratio: 1:0
Prerequisites: ECON100 or ECON110 or 20 credits at Level 3 in NCEA Economics and the permission of the Chairperson of the Department

Quantitative Methods for Economics and Finance

Aim: To provide students with a knowledge of quantitative techniques with particular reference to their use and application in economics and finance.

Content: The main focus is on regression analysis, optimisation and dynamic analysis. Emphasis is on applications. Computer based workshops are held weekly as an aid to understanding and to apply the theoretical techniques introduced in lectures. Students are expected to know basic mathematical techniques. Excel will be used.

This course is strongly recommended for students majoring in finance.

Convenor: Mrs Bridget Daldy
Internal assessment/Exam ratio: 1:1
Prerequisites: ECON100 and either STAT160 or 55% or more in a Bursary Mathematics paper, or 16 credits at Level 3 in NCEA Mathematics with Calculus or Statistics and Modelling

Restrictions: STAT221

Economics, Law and Policy

Aim: To introduce students to the application of economic reasoning and techniques in the study of policy issues in law.

Content: The economic analysis of law involves the application of economic reasoning and techniques to policy issues in various legal areas including property law, contracts, tort law, and criminal law. The paper will analyse legal rules and policies in terms of their costs and benefits and their effects on individual behaviour.

Convenor: Dr Dan Marsh
Internal assessment/Exam ratio: 1:1
Prerequisites: ECON100 or ECON110
Restrictions: ECON317

Comparative Economic Performance

Aim: To enable students to appreciate the main long and short run macroeconomic models for both open and closed economies.

Content: The more common statistical methods of estimation used in quantitative economics. Practical applications are emphasised. The computer package used in this paper is EViews. Computer skills are not required. A knowledge of the material covered in ECON204 is assumed, although the important relevant material is reviewed.

Convenor: Prof Riccardo Scarpa
Internal assessment/Exam ratio: 1:0
Prerequisites: ECON204 or B or better in STAT160 or equivalent, and at least 30 points in Economics
Restrictions: ECON404 and ECON543
Development Economics

(Points: 20)
Aim: To provide an understanding of the causes of poverty and underdevelopment and to examine some of the proposed remedial policies.
Content: An examination of the theories of growth and development; the economic, cultural and social barriers to the development of poor countries; the interaction of government planning, international and market forces. The paper includes case studies and emphasises the role of the practising development economist.

Convenor: Prof John Gibson
Internal assessment/Exam ratio: 1:0
Prerequisites: ECON100, ECON110
Restrictions: ECON405

International Trade and Finance

(Points: 20)
Aim: To provide a basic understanding of theories relating to international trade, foreign exchange markets and balance of policy issues.
Content: Theories of comparative advantage, distribution of income and gains from trade, new theories of international trade, the theory of trade policy, developments in the international trading system and New Zealand trade policy, the World Trade Organisation (WTO) and future implications on the development of world trade, monitoring aspects of international economic relations, the balance of payments adjustment mechanisms and foreign exchange markets.

Convenor: Dr Sayeeda Bano
Internal assessment/Exam ratio: 1:1
Prerequisites: ECON100 or ECON110
Restrictions: ECON406

Managerial Economics and Strategy

(Points: 20)
Aim: This paper is fundamental to the business economics major in economics. A corporate or business analyst must be familiar with economic theory relevant to strategy and decision making in the modern corporation.
Content: Review of multiple regression analysis using examples from marketing and investment decision making, utility theory and decision making under uncertainty, the role and value of information in decision making, game theory and managerial implications for strategic decision making, and case studies on strategic decision making in modern corporations.

Convenor: Not available at time of printing
Internal assessment/Exam ratio: 1:0
Prerequisites: ECON204 or B or better in STAT160 or equivalent, and at least 30 points in Economics
Restrictions: ECON408

Markets, Competition and Organisation

(Points: 20)
This paper considers the application of economic analysis to the study of business organisation and strategy, the nature of competition in markets, competition policy and the regulation of markets. Topics include: the nature of businesses and the costs of production, competitive and contestable market environments, monopolised markets and collusion, strategic competition in markets, product differentiation, competition policy and regulation in New Zealand, business organisation and co-ordination problems within firms.

Convenor: Prof Philip McCann
Internal assessment/Exam ratio: 1:0
Prerequisites: ECON202 or ECON217
Restrictions: ECON414

Environmental and Natural Resource Economics

(Points: 20)
Aim: To develop the ability of students to use economic theory to analyse issues in the management of natural resources and the environment.
Content: An examination of the economics of resource use, pollution control and the conservation of the environment including practical applications.

Convenor: Not available at time of printing
Internal assessment/Exam ratio: 1:1
Prerequisites: ECON100
Restrictions: ECON415

Economics, Law and Policy

(Points: 20)
Aim: To introduce students to the application of economic reasoning and techniques in the study of policy issues in law.
Content: The economic analysis of law involves the application of economic reasoning and techniques to policy issues in various legal areas including property law, contracts, tort law and criminal law. The paper will analyse legal rules and policies in terms of their costs and benefits and their effects on individual behaviour.

Convenor: Dr Dan Marsh
Internal assessment/Exam ratio: 1:1
Prerequisites: ECON100 or ECON110
Restrictions: ECON414

Economics of Electronic Commerce and Networks

(Points: 20)
Aim: To apply economic ideas and techniques to develop business strategy and help decision making in electronic markets.
Content: The paper will cover business applications in internet commerce relating to new technologies, information, pricing and market structure. Case studies will support the theory and highlight important developments in e-commerce.

The paper will review the implications of the information/network economy for the concepts of "lock-in", economies of scale, alliance building and other strategic considerations.

Convenor: Dr Steven Lim
Internal assessment/Exam ratio: 1:0
Prerequisites: ECON100
Restrictions: ECON418
**ECON336-07B (HAM)**

**Comparative Economic Performance**

(Points: 20)

An introduction to essential issues in the global economic environment. This paper takes a broad approach in comparing economic systems and combines economic theory, real life examples and topical case studies to analyse economic policy issues.

Convenor: Not available at time of printing

Internal assessment/Exam ratio: 1:1

Prerequisites: ECON100, ECON110 or 30 points at 100 level

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**ECON339-07A (HAM)**

**Urban and Regional Economics**

(Points: 20)

This paper analyses the economic forces which shape the internal spatial structure of urban areas and the urban systems as a whole focusing on Asia and Europe, the economic basis of patterns of regional growth and development, and the rationale and effectiveness of the regional policies followed by selected countries.

Convenor: Prof Philip McCann

Internal assessment/Exam ratio: 1:1

Prerequisites: ECON100

Restrictions: ECON439

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**ECON390-07S (HAM), 07A (HAM), 07B (HAM)**

**Directed Study**

(Points: 20)

Topic to be advised

Convenor: Not available at time of printing

Internal assessment/Exam ratio: 1:0

Prerequisites: ECON100

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**ECON399-07B (HAM)**

**Applied Project in Economics**

(Points: 20)

Convenor: Not available at time of printing

Internal assessment/Exam ratio: 1:0

Prerequisites: ECON100

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**ECON401-07B (HAM)**

**Monetary and Macroeconomics**

(Points: 20)

Aim: To enable students to appreciate the main long and short run macroeconomic models for both open and closed economies.

Convenor: Mr Brian Silverstone

Internal assessment/Exam ratio: 1:1

Prerequisites: ECON200

Restrictions: ECON201, ECON301 and ECON541

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**ECON404-07A (HAM)**

**Econometrics**

(Points: 20)

Aim: To provide the basic econometric skills essential for students pursuing careers as professional economists and careers in the financial sector.

Content: The more common statistical methods of estimation used in quantitative economics. Practical applications are emphasised. The computer package used in this paper is EViews. Computer skills are not required. A knowledge of the material covered in ECON204 is assumed, although the important relevant material is reviewed.

Convenor: Prof Riccardo Scarpa

Internal assessment/Exam ratio: 1:0

Prerequisites: ECON204 or B or better in STAT160 or equivalent, and at least 30 points in Economics

Restrictions: ECON304 and ECON543

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**ECON405-07S (HAM)**

**Development Economics**

(Points: 20)

Aim: To provide an understanding of the causes of poverty and underdevelopment and to examine some of the proposed remedial policies.

Content: An examination of the theories of growth and development; the economic, cultural and social barriers to the development of poor countries; the interaction of government planning, international and market forces. The paper includes case studies and emphasises the role of the practising development economist.

Convenor: Prof John Gibson

Internal assessment/Exam ratio: 1:0

Prerequisites: ECON100, ECON110

Restrictions: ECON305

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**ECON406-07A (HAM)**

**International Trade and Finance**

(Points: 20)

Aim: To provide a basic understanding of theories relating to international trade, foreign exchange markets and balance of policy issues.

Content: Theories of comparative advantage, distribution of income and gains from trade, new theories of international trade, the theory of trade policy, developments in the international trading system and New Zealand trade policy, the World Trade Organisation (WTO) and future implications on the development of World Trade, monitoring aspects of international economic relations, the balance of payments adjustment mechanisms and foreign exchange markets.

Convenor: Dr Sayeeda Bano

Internal assessment/Exam ratio: 1:1

Prerequisites: ECON100 or ECON110

Restrictions: ECON306
**ECON408-07A (HAM)**

**Managerial Economics and Strategy**  
(Points: 20)  
**Aim:** This paper is fundamental to the business economics major in economics. A corporate or business analyst must be familiar with economic theory relevant to strategy and decision making in the modern corporation.  
**Content:** Review of multiple regression analysis using examples from marketing and investment decision making, utility theory and decision making under uncertainty, the role and value of information in decision making, game theory and managerial implications for strategic decision making, and case studies on strategic decision making in modern corporations.  
**Convenor:** Not available at time of printing  
**Internal assessment/Exam ratio:** 1:0  
**Prerequisites:** ECON204 or B or better in STAT160 or equivalent, and at least 30 points in economics  
**Restrictions:** ECON308

**ECON414-07B (HAM)**

**Markets, Competition and Organisation**  
(Points: 20)  
This paper considers the application of economic analysis to the study of business organisation and strategy, the nature of competition in markets, competition policy and the regulation of markets. Topics include: the nature of businesses and the costs of production, competitive and contestable market environments, monopolised markets and collusion, strategic competition in markets, product differentiation, competition policy and regulation in New Zealand, business organisation and co-ordination problems within firms.  
**Convenor:** Prof Philip McCann  
**Internal assessment/Exam ratio:** 1:0  
**Prerequisites:** ECON202 or ECON217  
**Restrictions:** ECON314

**ECON415-07B (HAM)**

**Environmental and Natural Resource Economics**  
(Points: 20)  
**Aim:** To develop the ability of students to use economic theory to analyse issues in the management of natural resources and the environment.  
**Content:** An examination of the economics of resource use, pollution control and the conservation of the environment including practical applications.  
**Convenor:** Dr Dan Marsh  
**Internal assessment/Exam ratio:** 1:1  
**Prerequisites:** ECON100  
**Restrictions:** ECON315

**ECON418-07A (HAM)**

**Economics of Electronic Commerce and Networks**  
(Points: 20)  
**Convenor:** Dr Steven Lim  
**Internal assessment/Exam ratio:** 1:0  
**Prerequisites:** ECON100  
**Restrictions:** ECON318  
**ECON439-07A (HAM)**

**Urban and Regional Economics**  
(Points: 20)  
This paper analyses the economic forces which shape the internal spatial structure of urban areas and the urban systems as a whole focusing on Asia and Europe, the economic basis of patterns of regional growth and development, and the rationale and effectiveness of the regional policies followed by selected countries.  
**Convenor:** Prof Philip McCann  
**Internal assessment/Exam ratio:** 1:1  
**Prerequisites:** ECON100  
**Restrictions:** ECON380

**ECON490-07S (HAM), 07A (HAM), 07B (HAM), 07C (HAM), 07Y (HAM)**

**Directed Study**  
(Points: 20)  
**Topic to be advised**  
**Convenor:** Not available at time of printing  
**Internal assessment/Exam ratio:** 1:0

**ECON499-07C (HAM), 07F (HAM), 07M (HAM), 07G (HAM)**

**Report of an Investigation**  
(Points: 20)  
BMS students are required to undertake an economic investigation in an organisation outside the university (e.g. a firm or government department) and report their findings. Ideally the problem investigated will involve economic methodology and techniques studied at the undergraduate level. In some cases students can undertake an investigation within the university using library resources.  
**Convenor:** Mrs Bridget Daldy  
**Internal assessment/Exam ratio:** 1:0  
**Prerequisites:** All 100, 200 and 300 level BMS compulsory papers, and at least 40 points at 300 level in the area of study  
**Restrictions:** ECON599

**ECON501-07B (HAM)**

**Macroeconomic Analysis**  
(Points: 30)  
This paper covers selected aspects of macroeconomic theory, policy and evidence. Most of the topics are centred directly or indirectly on a stylised production function. They include economic growth, business cycles, employment, rational expectations, money and price behaviour and economic policy.  
**Convenor:** Mr Brian Silverstone  
**Internal assessment/Exam ratio:** 1:1  
**Prerequisites:** ECON301 or ECON401 or ECON541 or at least 40 points at 300 level or above in economics
**MNGT501-07S (HAM)**

**Research Methods in Management Studies**
(Points: 30)
This paper offers an introduction to research methods and methodology for postgraduate students toward enabling participants to form the knowledge and develop the skills needed to carry out independent research. A desired outcome is that students completing the paper would be able to design and defend a research study plan and be able to write up a comprehensive and cohesive research proposal. This is a broad introduction in order to accommodate management backgrounds generally. An aim of the paper is also to ensure that the student may emerge prepared for other and more advanced discipline, methodology or paradigm specific research method papers.

Convenor: Not available at time of printing
Internal assessment/Exam ratio: 1:0
Restrictions: ECON544, MKTG507, MSYS551 and TOMG506
Note: This paper is limited to 32 students selected by the Course Convenor in order of application to enrol.

**ECON502-07A (HAM)**

**Microeconomic Analysis**
(Points: 30)
Aim: To develop core skills in theoretical microeconomic analysis. These skills are essential both in undertaking research and to provide access to much of the journal literature in economics.

Content: The paper is comprehensive, covering the traditional mainline areas of consumer theory, risk and information economics, the economics of production and costs, the theory of the firm and of markets, and general equilibrium theory. Key mathematical concepts will be developed or reviewed. Applications and more advanced topics will be considered on a more ad hoc basis.

Convenor: AProf John Tressler
Internal assessment/Exam ratio: 1:0
Prerequisites: ECON202 and either ECON204 or at least 40 points at 300 level or above in economics
Restrictions: ECON542

**ECON504-07B (HAM)**

**Econometric Analysis**
(Points: 30)
The purpose of this paper is to provide students with theoretical skills in econometrics that should enable them to carry out a wide range of applied economic analyses. Topics covered are: maximum likelihood estimation; generalised method of moments estimation; discrete choice models; limited dependent variable models; econometric issues for panel and survey data; cointegration; rational expectations models; systems of regression equations.

Convenor(s): Prof Mark Holmes
Internal assessment/Exam ratio: 1:0
Prerequisites: ECON304 or ECON404 or ECON543, or equivalent

**ECON517-07A (HAM)**

**Applied Regional and General Equilibrium Analysis**
(Points: 30)
Aim: To provide a conceptual framework for looking at a wide range of issues from regional, economy-wide and global perspectives.

Content: The computable general equilibrium section of the paper will focus on global trade modelling. Students will have the opportunity to use real-world data and sophisticated computer models in their assignments. The regional analysis section will focus on spatial economic issues which have direct policy implications within New Zealand. Students will deal with real policy decisions and dilemmas faced by the NZ regional economic planning authorities.

Convenor: Dr Anna Strutt
Internal assessment/Exam ratio: 1:0
Prerequisites: ECON202

**ECON526-07A (HAM)**

**Law and Economics**
(Points: 15)
This module will apply microeconomic analysis to common law and to statute law. It will analyse selected issues in property law, contact law tort, criminal law and international law.

Convenor: Dr Anna Strutt
Internal assessment/Exam ratio: 1:1

**ECON528-07B (HAM)**

**Econometric Topics: Forecasting and Finance**
(Points: 15)
This module reviews basic statistical analysis of share prices, exchange rates and how to model these and other economic time series, the use of ARIMA models in forecasting, deterministic chaos theory as applied in forecasting financial and other economic time series, enterprise firm modelling, firm modelling for forecasting financial performance.

Convenor: Not available at time of printing
Internal assessment/Exam ratio: 1:1
Prerequisites: ECON204

**ECON531-07B (HAM)**

**International Trade: Theory and Policy Issues**
(Points: 15)
This module analyses international trade theory, policy and evidence in the contemporary world environment. Topics covered include positive and normative theories of international trade, the theory of trade policy, effective protection, customs unions and the new world economic order.

Convenor: Dr Sayeeda Bano
Internal assessment/Exam ratio: 1:0
Prerequisites: ECON202 or at least 40 points at 300 level or above in economics
**ECON532-07A (HAM)**

**International Finance**  
(Points: 15)  
This module provides a systematic analysis of financial relationships among nations and related policy issues. Topics to be discussed include the foreign exchange market, exchange rate determination, the balance of payment, the international monetary system and adjustment and policy co-ordination.  
Convenor:  
Internal assessment/Exam ratio: 1:0  
Prerequisites: ECON204 and at least 40 points at 300 level or above in economics and/or finance

**ECON534-07B (HAM)**

**Financial Economics**  
(Points: 15)  
This module reviews the economic value added (EVA) approach to firm management. The axiomatic approach to choice under uncertainty is reviewed together with the latest research evidence in this area. Other topics to be covered include stochastic dominance theory, measuring hedge fund performance and the real options approach to investment planning. Implications for applied problems, such as portfolio theory, will also be highlighted.  
Convenor: Not available at time of printing  
Internal assessment/Exam ratio: 1:1  
Prerequisites: ECON204. This paper may only be taken with the permission of the Chairperson of the Department.

**ECON538-07A (HAM)**

**Natural Resource Economics**  
(Points: 15)  
This module develops techniques for the economic analysis of natural resources. The emphasis will be on an appropriate analysis for public policy which takes account of relevant commercial and environmental factors.  
Convenor: Prof Riccardo Scarpa  
Internal assessment/Exam ratio: 1:1  
Prerequisites: ECON202 or at least 40 points at 300 level or above in economics

**ECON539-07B (HAM)**

**Environmental Economics**  
(Points: 15)  
This module develops techniques for the economic analysis of contemporary environmental issues and problems. The emphasis will be on an appropriate analysis for public policy.  
Convenor: Prof Riccardo Scarpa  
Internal assessment/Exam ratio: 1:1  
Prerequisites: ECON202 or at least 40 points at 300 level or above in economics

**ECON541-07B (HAM)**

**Macroeconomics: Directed Reading**  
(Points: 15)  
Aim: An introductory graduate module for students who are enrolled for masters degrees or postgraduate diplomas and who have not completed an upper level paper in macroeconomics. Although it is a directed reading paper, students are expected to attend the classes in ECON301/ECON401 Monetary and Macroeconomics as a basis for their reading.  
Convenor: Mr Brian Silverstone  
Internal assessment/Exam ratio: 1:1  
Prerequisites: ECON200  
Restrictions: ECON201, ECON301 and ECON401

**ECON542-07A (HAM)**

**Microeconomics: Directed Reading**  
(Points: 15)  
Aim: An introductory graduate module in core microeconomic theory for students who have not included an advanced paper in microeconomics in their undergraduate degree. This module acquaints students with the techniques of modern positive economics and to the critical evaluation of core economic theory.  
Content: Economic methodology, elementary mathematical economics, consumer theory, the economics of uncertainty and information, production and costs, an introduction to game theory, the theory of markets, general equilibrium theory and recent advances in microeconomic theory and its application.  
Convenor: AProf John Tressler  
Internal assessment/Exam ratio: 1:0  
Prerequisites: ECON202 and either ECON204 or at least 40 points at 300 level or above in economics  
Restrictions: ECON502

**ECON543-07A (HAM)**

**Econometrics: Directed Reading**  
(Points: 15)  
Aim: An introductory graduate model in econometrics for students who have not included an advanced paper in econometrics in their undergraduate degree.  
Content: Multiple regression, model specification, multicollinearity and dummy variables, heteroscedasticity, serial correlation, dynamic models, forecasting.  
Convenor: Prof Riccardo Scarpa  
Internal assessment/Exam ratio: 1:0  
Prerequisites: ECON204 or equivalent, and at least 40 points at 300 level or above in economics and/or finance  
Restrictions: ECON304 and ECON404

**ECON544-07A (HAM)**

**Research Methods in Economics and Finance**  
(Points: 15)  
The half paper considers methodology and research methods in economics and finance. It is designed for graduate students who are required to undertake research in these subjects as part of their programme and/or those who will undertake research in economics or finance as part of their professional careers.  
Convenor: Dr Steven Lim  
Internal assessment/Exam ratio: 1:0  
Prerequisites: 60 points at 300 level or above in economics or finance
**ECON589-07S (HAM), 07A (HAM), 07B (HAM)**

**Directed Study**  
(Points: 15)

A Directed Research Project involves a directed inquiry written up as a research report. A supervisor is appointed to oversee the research. A student is enrolled in this course where the research project is of a type that would not normally be undertaken for a dissertation or a thesis. It might, for example, be a project undertaken for an external organisation or be an extended case study.

Convenor: Dr Anna Strutt  
Internal assessment/Exam ratio: 1:0

**ECON590-07S (HAM), 07A (HAM), 07B (HAM), 07C (HAM), 07Y (HAM)**

**Directed Study**  
(Points: 30)

Convenor: Dr Anna Strutt  
Internal assessment/Exam ratio: 1:0

**ECON591-07C (HAM)**

**Economics Dissertation**  
(Points: 30)

Convenor: Dr Anna Strutt  
Internal assessment/Exam ratio: 1:0

**ECON592-07C (HAM)**

**Economics Dissertation**  
(Points: 60)

Students enrolling in this paper should have a B+ grade average or better.

Convenor: Dr Anna Strutt  
Internal assessment/Exam ratio: 1:0

**ECON593-07C (HAM)**

**Economics Thesis**  
(Points: 90)

Students enrolling in this paper should have a B+ grade average or better.

Convenor: Dr Anna Strutt  
Internal assessment/Exam ratio: 1:0

**ECON594-07C (HAM)**

**Economics Thesis**  
(Points: 120)

Students enrolling in this paper should have a B+ grade average or better.

Convenor: Dr Anna Strutt  
Internal assessment/Exam ratio: 1:0

**Report of an Investigation**  
(Points: 30)

BMS students are required to undertake an economic investigation in an organisation outside the university (e.g. a firm or government department) and report their findings. Ideally the problem investigated will involve economic methodology and techniques studied at the undergraduate level. In some cases students can undertake an investigation within the university using library resources.

Full details about this paper are in the 599 Paper Outline which is available on the 499 website.

Convenor: Mrs Bridget Daldy  
Internal assessment/Exam ratio: 1:0  
Prerequisites: All 100, 200 and 300 level BMS compulsory papers, and at least 40 points at 300 level in the area of study  
Restrictions: ECON499
What is Electronic Commerce?

Electronic Commerce, or ecommerce as it is often called, is the use of computers and electronic networks to conduct business over the internet or another electronic network. Electronic commerce is not restricted to large multinational companies. Perhaps the greatest advantage of electronic commerce for smaller companies is “global reach” — the ability to immediately access world markets. Business-to-business electronic commerce provides significant cost reductions and the ability to strengthen relationships with external organisations.

The following majors can be taken towards the Bachelor of Electronic Commerce: accounting, economics, electronic commerce technology, finance, information systems management, marketing and communication, entrepreneurship and innovation (subject to NZVCC CUAP approval), and supply chain management.

Contacts for Electronic Commerce

Management Student Centre Staff
MS1 ext. 4303 msc@mngt.waikato.ac.nz

Professor Bob McQueen – BECom Qualification Convenor
MS8.G.05 ext. 4126 bmcqueen@waikato.ac.nz
## Available Papers in 2007

<table>
<thead>
<tr>
<th>Level</th>
<th>Paper</th>
<th>Semester</th>
<th>Description</th>
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Qualification and Specific Subject Requirements

Bachelor of Electronic Commerce (BECom)

**Accounting**

120 points above Level 100, of which 60 points must be above Level 200.

The following papers are compulsory:
- ACCT202 Intermediate Financial Accounting
- ACCT209 Accounting and Managerial Decision Making
- ACCT231 Management Accounting: Accounting for Organisational Control
- ACCT313 Accounting Information Technology and Systems
- ACCT341 Auditing
- ACCT351 Taxation

**Note:** Students wishing to pursue this major should not take ACCT101 or ACCT102.

**Economics**

120 points above Level 100, of which 60 points must be above Level 200.

The following papers are compulsory:
- ECON200 Macroeconomics and the Global Economy
- ECON318 Economics of Electronic Commerce and Networks

and either ECON202 Microeconomics and Business Economics or ECON204 Quantitative Methods for Economics and Finance

and a further 60 points in economics papers to meet the requirements for the major.

**Note:** This major requires that students successfully complete the prerequisite Level 100 paper ECON100.

**Electronic Commerce Technology**

120 points above Level 100, of which 60 points must be above Level 200.

The following papers are compulsory:
- COMP233 Internet Applications
- COMP258 Programming Usable Systems
- COMP329 Database Administration
- MSYS321 Electronic Commerce Systems Infrastructure

and a further 40 points in computer science papers, except for COMP223, to meet the requirements for the major.

**Entrepreneurship and Innovation**

120 points above Level 100, of which 60 points must be above Level 200.

The following papers are compulsory:
- STMG285/385 Strategy for Enterprise
- STMG324/424 Entrepreneurship and Innovation

and 40 points from the following list of electives:
- STMG222 Net Ready: Navigating the Competitive Landscape
- MSYS357 Electronic Business Startups
- STMG330 Management, Technology and Organisation
- STMG388 Strategic Alliances and Networks
- FINA403 Small Business Finance

and 40 points from the following list of electives:
- ECON202 Microeconomics and Business Economics
- HRMG241 Organisational Behaviour
- ACCT322 Law of Business Enterprise
- STMG344 Business, Government and Society
- TOMG301 Entrepreneurship in Tourism and Hospitality
- HRMG444 Organisational Development and Change

**Note:** The offering of this major is subject to NZVCC CUAP approval. Subject to this approval, this major will be available from 1 January 2007.
Finance
120 points above Level 100, of which 60 points must be above Level 200. The following papers are compulsory:
• FINA311 Corporate Finance
• FINA312 Portfolios and Markets
• FINA415 Computer Modelling in Finance
and a further 60 points in finance papers to meet the requirements for the major.

Information Systems Management
120 points above Level 100, of which 60 points must be above Level 200. The following papers are compulsory:
• MSYS278 Project Management
• MSYS321 Electronic Commerce Systems Infrastructure
• MSYS351 Management Information Systems
and at least 40 points from the following list of electives:
• MSYS357 Electronic Business Startups
• MSYS358 Systems Implementation Management
• MSYS455 E-Business Process Redesign
and if required a further 20 points in management systems or computer science papers, except for COMP223 or MSYS221, to meet the requirements for the major.

Marketing and Communication
120 points above Level 100, of which 60 points must be above Level 200. The following papers are compulsory:
• MCOM337 Advertising, Branding and Identity.com
• MKTG251 Marketing Strategy
and either COMP224 Computer Graphic Design or COMP233 Internet Applications
and 20 points from the following list of electives:
• MCOM233 Public Relations Practices
• MCOM235 Media and Public Relations
• MCOM237 Advertising Communication and Creativity
• MKTG232 Electronic Commerce and Marketing
and 20 points from the following list of electives:
• MKTG333 Electronic Retailing
• MKTG354 Marketing of Services
• MKTG355 Consumer Behaviour
• MKTG451 Applied Marketing Strategy
• MKTG452 Advertising and Promotional Strategy
• MKTG458 Relationship Marketing
and 20 points from the following list of electives:
• MCOM332 Professional and Public Relations Writing
• MCOM333 Public Relations Campaigns
• MCOM334 Public Relations Cases
• MCOM392 Managing Organisational Communication
• MCOM431 Negotiation and Persuasion
• MCOM432 Professional and Public Relations Writing
• MCOM434 Public Relations Cases
• MCOM476 Communicating Across Cultures

Supply Chain Management
120 points above Level 100, of which 60 points must be above Level 200. The following papers are compulsory:
• MSYS376 Foundations of Operations Management
• MSYS377 Supply Chain Management
• MSYS477 Issues in Supply Chain Management
and at least 20 points from the following list of electives:
• MSYS278 Project Management
• MSYS379 Beyond the Management of Quality
• MSYS455 E-Business Process Redesign
and if required a further 20 or 40 points from the list of papers available for supply chain management to meet the requirements for the major.

Bachelor of Electronic Commerce with Honours (BECom(Hons))

Requirements
120 points at Level 500.
The following papers are compulsory:
• MSYS551 Management Systems Research
• MSYS591 Dissertation (or a 591 paper from another department)
and a further 60 points at Level 500 from the following list of electives:
• ACCT513 Virtual Accounting Systems
• ECON528 Econometric Topics: Forecasting and Finance
• ECON534 Financial Economics
• FINA511 Advanced Corporate Finance
• FINA512 Investments and Portfolios
• MCOM585 Corporate Public Relations
• MCOM586 Communication Cybertrends and E-Business
• MKTG501 Global Business: Strategic Marketing and Management
• MKTG552 Advanced Advertising Strategy
• MSYS511 Sustainable Organisational Learning in the Knowledge Economy
• MSYS555 Strategic Information Systems
• MSYS556 E-Business Technologies
• MSYS577 E-Enabled Agile Supply Chains
• STMG512 Strategic Innovation
• STMG524 Entrepreneurship, Theory and Practice
The Qualification Convenor may approve substitutions of papers from the list of possible electives.

Graduate Diploma in Electronic Commerce (GradDipECom)

Requirements
120 points above Level 100, of which 80 points must be above Level 200.
The following papers are compulsory:
• FINA202 Electronic Finance
• MSYS221 Electronic Commerce Overview
• ACCT324 Legal Issues in E-Commerce
• MCOM337 Advertising, Branding and Identity.com
• STMG346 Competing on the Edge
and 20 points from the following list of electives:
• MKTG333 Electronic Retailing
• MSYS321 Electronic Commerce Systems Infrastructure
• MSYS358 Systems Implementation Management
• STMG424 Entrepreneurship and Innovation
• MSYS457 Electronic Business Startups

Postgraduate Certificate in Electronic Commerce (PGCertECom)

Requirements
60 points at Level 500.
20 points may be taken from outside the subject with the permission of the department’s Graduate Convenor.
Students are required to meet with the department’s Graduate Convenor to discuss their particular programme, possible compulsory papers, and pathway to the Postgraduate Diploma.

Postgraduate Diploma in Electronic Commerce (PGDipECom)

Requirements
120 points at Level 500.
The following papers are compulsory:
• MSYS551 Management Systems Research
Master of Electronic Commerce (MECom)

Requirements
120 points at Level 500.
The following paper is compulsory:
- MSYS592 Dissertation (60 points) (or its equivalent in another subject area)
and 60 points from the following list of electives:
- ACCT513 Virtual Accounting Systems
- ECON528 Econometric Topics: Forecasting and Finance
- ECON534 Financial Economics
- FINA511 Advanced Corporate Finance
- FINA512 Investments and Portfolios
- MCOM585 Corporate Public Relations
- MCOM586 Communication Cybertrends and E-Business
- MKTG552 Advanced Advertising Strategy
- MSYS511 Sustainable Organisational Learning in the Knowledge Economy
- MSYS555 Strategic Information Systems
- MSYS556 E-Business Technologies
- MSYS577 E-Enabled Agile Supply Chains
- STMG501 Global Business: Strategic Marketing and Management
- STMG512 Strategic Innovation
- STMG524 Entrepreneurship, Theory and Practice
The Qualification Convenor may approve substitutions of papers from the list of possible electives.

Master of Philosophy and Doctor of Philosophy

Contact the BECom Qualification Convenor.
Complementary Areas of Study

- Accounting
- Computer Science
- Economics
- Finance
- International Management
- Management Communication
- Management Systems
- Marketing

PhD Supervisors

PhDs in electronic commerce can be arranged with a supervisor in one of a number of subject areas. The qualification convenor of the electronic commerce set of qualifications is Professor Bob McQueen. An initial discussion with him would be the first step in investigating possible topic areas and supervisors for a PhD in electronic commerce.

Dr Hyung Jun Ahn’s main research interests include intelligent and advanced information technologies that are used for solving business and management problems. He has recently focused on intelligent agent systems and advanced web technologies such as Semantic Web and Web services which are believed to have great potential for the second wave of e-business revolution. The target application areas of his research involve supply chain management, knowledge management, and product recommendation in online shopping malls.

Professor Jim Corner has specialised in the area of decision making with a specific emphasis on multi-attribute/multi-objective decision making, decision analysis, decision support systems and descriptive decision making in a managerial context. Topics researched by his current PhD students include environmental policy and decision making, the impact of questioning in knowledge transfer, and competitive advantage in techno-savvy organisations. He is well versed in the variety of research methods available.

Dr Eric Deakins’ main research interests are in the areas of business information systems and processes, electronic business/government and supply chain management. A range of topics include information systems alignment; supply chain integration; dot.com innovation management and e-government sophistication metrics. He is well versed in a number of research methods.

Dr Stuart Dillon has a research background in managerial and executive decision making and problem structuring with an emphasis on descriptive behaviour. Current research also focuses on the manner by which strategic decisions are made in organisations. He is also involved in ongoing research concerned with the sophistication of e-local government. Much of Stuart’s research is qualitative and he has a particular interest in interpretive approaches.

Professor Bob McQueen’s research interests include groupware, knowledge management, electronic commerce and machine learning. He has successfully supervised PhD students in the areas of industrial computing languages, end user computing satisfaction, groupware and process improvement, and agreement in computer mediated groups. Current PhD students are investigating alignment between websites and business strategy, adoption of internet banking, groupware and virtual entrepreneurship support, and electronic commerce adoption in government.

Associate Professor John Scott has a range of research interests including decision support, management science, and experiential learning. Current research includes: learning processes both for individuals and organisations, qualitative modelling, the use of diagrams and pictures in problem-solving, the use of reflection in learning, and more creative performance measurement. He is familiar with qualitative and quantitative research methodologies.

Paper Details for 2007

For descriptions of papers, please refer to the relevant area of study.

Accounting (ACCT) papers
Economics (ECON) papers
Finance (FINA) papers
Management Communication (MCOM) papers
Management Systems (MSYS) papers
Marketing (MKTG) papers
Strategic Management (STMG) papers
Entrepreneurship and Innovation

What is Entrepreneurship and Innovation?

Our Graduate and Postgraduate Diplomas in Entrepreneurship and Innovation are relevant to those with existing qualifications and experience in entrepreneurial businesses, or the area of venture capital. For people not interested in working for someone else, these diplomas give you the skills to take on an entrepreneurial role, look at niche opportunities and extract value from untapped areas. They also teach business skills and how to use and apply these to all aspects of developing a business. This goes from the business planning and development stage through to setting up and maintaining business momentum.

Contacts for Entrepreneurship and Innovation

Bobbie Wisneski – Undergraduate/Graduate Advisor
MSB4.09 ext.4195 bobbie@waikato.ac.nz
Available Papers in 2007

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Qualification and Specific Subject Requirements

**Bachelor of Electronic Commerce (BECom)**

- **Entrepreneurship and Innovation**
  - 120 points above Level 100, of which 60 points must be above Level 200.
  - The following papers are compulsory:
    - STMG285/385 Strategy for Enterprise
    - STMG324/424 Entrepreneurship and Innovation
    - and 40 points from the following list of electives:
      - STMG222 Net Ready: Navigating the Competitive Landscape
      - STMG330 Management, Technology and Organisation
      - STMG388 Strategic Alliances and Networks
      - FINA403 Small Business Finance
      - MSYS457 Electronic Business Startups
    - and 40 points from the following list of electives:
      - ECON202 Microeconomics and Business Economics
      - HRMG241 Organisational Behaviour
      - ACCT322 Law of Business Enterprise
      - STMG344 Business, Government and Society
Graduate Certificate in Entrepreneurship Innovation (GradCertEntre&Inn)

Requirements
60 points at Level 100 or above, of which 40 points must be at Level 300 or above.
20 points may be taken from outside the subject with the permission of the department’s Graduate Convenor.
Students are required to meet with the department’s Graduate Convenor to discuss particular programme, possible compulsory papers, and pathway to the Graduate Diploma.

Graduate Diploma in Entrepreneurship and Innovation (GradDipEntre&Inn)

Requirements
120 points above Level 100, of which 80 points must be above Level 200.
The following paper is compulsory:
• STMG424 Entrepreneurship and Innovation
and either STMG346 Competing on the Edge or STMG391 Strategic Management
and a further 80 points, to meet the requirements for the qualification, from the following list of electives:
• STMG222 Net Ready: Navigating the Competitive Landscape
• ACCT322 Law of Business Enterprises
• STMG311 The International Business Environment
• STMG330 Management, Technology and Organisations
• STMG385 Strategy for Enterprise
• TOMG301 Entrepreneurship in Tourism and Hospitality
• FINA403 Small Business Finance
Other papers may be chosen as an elective at the discretion of the department’s Graduate Convenor.

Postgraduate Diploma in Entrepreneurship and Innovation (PGDipEntre&Inn)

Requirements
120 points at Level 500.
The following paper is compulsory:
• STMG524 Entrepreneurship Theory and Practice
and 90 points from the following list of electives:
• ACCT507 Accounting, Sustainability and a Changing Environment
• STMG501 Global Business: Strategic Marketing and Management
• STMG512 Strategic Innovation
• STMG555 Foundations of Strategy and Organisation
• STMG557 Strategic Partnerships and Collaboration
• STMG588 International Business Strategy
• TOMG505 Tourism and Hospitality Enterprises
30 points may be taken from outside the subject with the permission of the department’s Graduate Convenor.

Paper Details for 2007
For descriptions of papers, please refer to the relevant area of study.
Accounting (ACCT) papers
Economics (ECON) papers
Finance (FINA) papers
Human Resource Management (HRMG) papers
Strategic Management (STMG) papers
Tourism Management (TOMG) papers
Environment and Management

Interests
- Environmental Issues
- Natural Resource Management
- Environmental Research
- Environmental Policy Analysis

Careers
- Natural Resource Manager
- Environmental Policy Analyst
- Corporate Environmental Manager
- Government Environmental Manager

Employers
- Private Firms and Government Organisations
- Conservation Organisations
- International Agencies
- Private Consultancy Firms

What is Environment and Management?

The Environment and Management Master of Management Studies programme gives you an understanding for managing natural resources and the environment. It focuses on environmental issues relating to the management of organisations and development of policy advice. This programme provides a sound basis for a career in the management of natural resources and the environment.

If you would like to undertake a graduate or postgraduate diploma programme of study which focuses on environmental issues and management, please refer to the Management and Sustainability section of this handbook.

Contacts for the Environment and Management Programme

Administrator
MSB2.15 ext.4758
mfitzy@waikato.ac.nz

Professor Ric Scarpa
MSB2.13 ext.4848
rscarpa@waikato.ac.nz

Dr Dan Marsh
MSB2.19 ext.4950
dmarsh@waikato.ac.nz

Professor Frank Scrimgeour
MSB2.14 ext.4415
scrim@waikato.ac.nz
Available Papers in 2007

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Qualification and Specific Subject Requirements

Master of Management Studies (MMS)

- Environment and Management
  - 120 points at Level 500.
  - Candidates will normally be required to present a dissertation (30 or 60 points) or thesis (90 or 120 points) and a research methodology paper, unless passed previously, normally all within the major subject area.

Master of Philosophy and Doctor of Philosophy

- Contact the department’s Graduate Convenor

PhD Supervisors

- The following list contains information about the supervisors who are qualified to supervise in the environment and management subject area and identifies their areas of research expertise.
- **Dr Dan Marsh**’s research interests include environmental and natural resource economics, biotechnology and innovation.
- **Professor Ric Scarpa**’s current research focuses are environmental economics, natural resource economics, and economic modelling.
- **Professor Frank Scrimgeour**’s current research focuses on environmental and natural resource economics.

Paper Details for 2007

**MNGT501-07S (HAM)**

### Research Methods in Management Studies

- **(Points: 30)**
- **Convenor:** Not available at time of printing
- **Internal assessment/Exam ratio:** 1:0
- **Restrictions:** ECON544, MKTG507, MSYS551 and TOMG506

- **Note:** This paper is limited to 32 students selected by the Course Convenor in order of application to enrol. Students are required to arrange a supervisor and identify a topic before enrolling in this paper.

**ENVR590-07A (HAM), 07B (HAM)**

### Directed Study

- **(Points: 30)**
- **Convenor:** Not available at time of printing
- **Internal assessment/Exam ratio:** 1:0

**ENVR591-07C (HAM)**

### Environment and Management Dissertation

- **(Points: 30)**
- **Convenor:** Not available at time of printing
- **Internal assessment/Exam ratio:** 1:0

**ENVR592-07C (HAM)**

### Environment and Management Dissertation

- **(Points: 60)**
- **Convenor:** Not available at time of printing
- **Internal assessment/Exam ratio:** 1:0

**ENVR594-07C (HAM)**

### Environment and Management Thesis

- **(Points: 120)**
- **Convenor:** Not available at time of printing
- **Internal assessment/Exam ratio:** 1:0
Finance

Interests
- Finance
- Banking
- Financial Markets
- Financial Analysis
- Mathematics
- Managerial Decision Making and Control

Careers
- Treasury
- Corporate Finance
- Financial Analysis
- Financial Management
- Sharebroking
- Banking

Employers
- Stockbrokers
- Commercial and Investment Banks
- Domestic and International Corporates
- Fund Managers
- Consulting Firms
- Government Departments
- International Agencies (e.g. IMF, World Bank, Asian Development Bank)

What is Finance?
Academic study in finance has been enormously stimulated by two major developments over the past 20 years, one reinforcing the other. First, markets across the world have been deregulated. No longer are interest or foreign exchange rates fixed by Government or Reserve Bank edict - they are free to vary. Secondly, the brave new world of deregulation has been accompanied by path breaking scientific advances in the field of finance that have found fruitful applications by practitioners. Today it is not possible to run a treasury or an investment fund, to structure the financing of a project, even to invest personally, without some understanding of ideas drawn from the body of finance theory and practice. The Department of Finance offers papers focusing on (1) microfinance issues such as corporate finance, small business finance, personal finance and investments; (2) macrofinance issues such as financial markets and international financial systems. Finance papers provide students with an effective understanding of the financial decision making process and the functioning of financial markets. Our papers apply analysis and methods that are practice oriented and have real life applications. Our graduates have found jobs at top national and international financial institutions and corporations with salaries well above the average market pay.

Contacts for the Department of Finance
Administrator
MSB2.15 ext.4045 finance@mngt.waikato.ac.nz
Associate Professor Stuart Locke – Graduate Convenor
MSB3.38H ext.4756 smlocke@waikato.ac.nz
Daniel Choi – Undergraduate Convenor
MSB3.38J ext.4973 dfschoi@waikato.ac.nz
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<td>FINA311</td>
<td>S A</td>
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<td>FINA510</td>
<td>S A</td>
<td>Financial Theory and Corporate Policy</td>
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<td>FINA514</td>
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<td>FINA517</td>
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<td></td>
<td>ECON502</td>
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<td>ECON504</td>
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<td></td>
<td>ECON517</td>
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<td>Applied Regional and General Equilibrium Analysis</td>
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<td>ECON526</td>
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<td>Law and Economics</td>
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</table>
Qualification and Specific Subject Requirements

Bachelor of Management Studies (BMS)

Finance
120 points (at least 6 papers) above Level 100, of which 60 points (at least 3 papers) must be above Level 200, and of which 40 points (at least 2 papers) must be above Level 300, and which, for honours students only, must include at least 30 points at Level 500.

The following papers are compulsory:
- FINA311 Corporate Finance
- FINA312 Portfolios and Markets
and a further 80 points (at least 4 papers) in finance papers to meet the requirements for the major.

Note: Students may take no more than two ECON papers from the list of papers approved for the major in finance shown in the above section entitled Available Papers in 2007. Please also note that Level 500 papers are only available to honours students.

Bachelor of Business Analysis – Financial (BBA(Fin))

Finance
120 points above Level 100 of which 60 points must be above Level 200.

The following papers are compulsory:
- FINA311 Corporate Finance
- FINA312 Portfolios and Markets
- FINA415 Computer Modelling in Finance
and a further 60 points in finance papers to meet the requirements for the major.

Note: Students may take no more than two ECON papers from the list of papers approved for the major in finance shown in the above section entitled Available Papers in 2007.
Bachelor of Electronic Commerce (BCom)

Finance
120 points above Level 100, of which 60 points must be above Level 200.
The following papers are compulsory:
• FINA311 Corporate Finance
• FINA312 Portfolios and Markets
• FINA415 Computer Modelling in Finance
and a further 60 points in finance papers to meet the requirements for the major.
Note: Students may take no more than two ECON papers from the list of papers approved for the major in finance shown in the above section entitled Available Papers in 2007.

Graduate Certificate in Finance (GradCertFin)

Requirements
60 points at Level 100 or above, of which 40 points must be at Level 300 or above.
20 points may be taken from outside the subject with the permission of the department’s Graduate Convenor.
Students are required to meet with the department’s Graduate Convenor to discuss their particular programme, possible compulsory papers, and pathway to the Graduate Diploma.

Graduate Diploma in Finance (GradDipFin)

Requirements
120 points above Level 100, of which 80 points must be above Level 200.
The following papers are compulsory:
• FINA201 Finance
• FINA311 Corporate Finance
• FINA312 Portfolios and Markets
and a further 60 points in finance papers to meet the requirements for the qualification.
40 points may be taken from outside the subject with the permission of the Chairperson of the Department.

Postgraduate Certificate in Finance (PGCertFin)

Requirements
60 points at Level 500.
20 points may be taken from outside the subject with the permission of the department’s Graduate Convenor.
Students are required to meet with the department’s Graduate Convenor to discuss their particular programme, possible compulsory papers, and pathway to the Postgraduate Diploma.

Postgraduate Diploma in Finance (PGDipFin)

Requirements
120 points at Level 500.
30 points may be taken from outside the subject with the permission of the department’s Graduate Convenor.
Students should meet with the department’s Graduate Convenor to select an appropriate programme of study for their situation.

Master of Management Studies (MMS)

Finance
120 points at Level 500.
Candidates will normally be required to present a dissertation (30 or 60 points) or thesis (90 or 120 points) and a research methodology paper, unless passed previously, normally all within the major subject area.

Applied Economics and Finance
120 points at Level 500.
Candidates will normally be required to present a dissertation (30 or 60 points) or thesis (90 or 120 points) and a research methodology paper, unless passed previously, normally all within the major subject area.
Prior to, or during, a masters degree ECON543, FINA510 (or FINA311), FINA517 (or FINA312) and ECON541 or ECON542 must be successfully completed. These are all half papers worth 15 points each; the full paper counterparts to these are also acceptable.

Master of Philosophy and Doctor of Philosophy

Contact the department’s Graduate Convenor
Possible Streams within a Finance Major

Although it is not necessary to fit within any particular stream or programme in planning a major in finance, the department has found it useful to view its papers in terms of the following four overlapping streams:

<table>
<thead>
<tr>
<th>Stream 1 – Corporate</th>
<th>FINA201</th>
<th>Finance (not available for BECom)</th>
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<tbody>
<tr>
<td></td>
<td>FINA202</td>
<td>Electronic Finance (not available for BMS)</td>
</tr>
<tr>
<td></td>
<td>FINA317</td>
<td>International Corporate Finance (corresponding 0345.311, 0348.303, 0348.317, FINA.417, ECON311, ECON411,)</td>
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<tr>
<td></td>
<td>FINA311</td>
<td>Corporate Finance (corresponding 0348.510, FINA510, 0348.510m)</td>
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<tr>
<td></td>
<td>FINA414</td>
<td>Securities Analysis</td>
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<td>FINA415</td>
<td>Computer Modelling in Finance</td>
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<td>FINA507</td>
<td>Corporate Restructuring and Governance</td>
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<td></td>
<td>FINA510</td>
<td>Financial Theory and Corporate Policy (corresponding 0348.311, FINA311, 0348.561)</td>
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<td>FINA511</td>
<td>Advanced Corporate Finance</td>
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<td>FINA515</td>
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<th>Stream 2 – Portfolios and Markets</th>
<th>FINA201</th>
<th>Finance (not available for BECom)</th>
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<td>FINA202</td>
<td>Electronic Finance (not available for BMS)</td>
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<tr>
<td></td>
<td>FINA312</td>
<td>Portfolios and Markets (corresponding 0348.312, 0348.517m FINA517)</td>
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<td>FINA415</td>
<td>Computer Modelling in Finance</td>
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<tr>
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<td>FINA417</td>
<td>International Corporate Finance (corresponding 0348.303, 0345.311, 0348.411, 0348.417, ECON311, ECON411 FINA317)</td>
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<th>FINA509 Derivatives 1</th>
<th>FINA512</th>
<th>Investments and Portfolios</th>
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</thead>
<tbody>
<tr>
<td>FINA517 Investments, Portfolios and Financial Markets (half paper) (corresponding 0348.312, 0348.517m, FINA312)</td>
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<tr>
<td>FINA515 Advanced Financial Modelling</td>
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<tr>
<td>FINA519 Derivatives 2 (half paper)</td>
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<tr>
<th>Stream 3 – Treasury and Banking</th>
<th>FINA313</th>
<th>Capital Markets</th>
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<tbody>
<tr>
<td>FINA317 International Corporate Finance (corresponding 0348.317, 0348.417, 0348.411, 0345.311, ECON311, ECON411, FINA417)</td>
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<tr>
<td>FINA506 Finance Theory (corresponding 0348. 516)</td>
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<tr>
<td>FINA509 Derivatives 1 (half paper) (corresponding 0348.412, FINA412)</td>
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<td>FINA519 Derivatives 2 (half paper)</td>
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<th>Stream 4 – Other</th>
<th>FINA306</th>
<th>Personal Financial Planning (corresponding 348.314)</th>
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<tbody>
<tr>
<td>FINA403 Small Business Finance</td>
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<tr>
<td>FINA415 Computer Modelling in Finance</td>
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Finance and Economics

There is a close relationship between finance and economics. Joint majors in finance and economics make an especially powerful combination. In addition the Departments of Finance and Economics have a joint agreement on papers that can count towards each other’s major.

Provided no more than two papers are counted towards the finance major from other departments, the following economics papers can be counted towards a major in finance:

<table>
<thead>
<tr>
<th>ECON204</th>
<th>Quantitative Methods for Economics and Finance (recommended)</th>
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<tbody>
<tr>
<td>ECON304</td>
<td>(or 404) Econometrics</td>
</tr>
<tr>
<td>ECON311</td>
<td>(or 411) International Financial Economics (corresponding 0348.303, 0348.417, FINA17, 0348.411)</td>
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<tr>
<td>ECON534</td>
<td>Financial Economics</td>
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</table>

It is important to note that a single paper can count towards only one major. Corresponding arrangements are available for students completing a masters degree with a main subject in finance.

Graduate Modules/Half Papers

Graduate modules, or half papers, are being offered in 2007. The great advantage of half papers for graduate students is that there is more flexibility to design a coherent programme that meets students’ interests (subject to formal regulations).

- Each stand-alone half paper represents half the paper content and half the internal assessment of a full paper, and lasts for one semester.
- A student who completes any two half papers will be deemed to have satisfied the requirements for one paper. A programme of study requiring four papers, would therefore be satisfied by completion of eight half papers.
- The internal assessment to examination ratio varies across papers. Any formal examination will not exceed two hours.

Other Natural Joint Majors and Interdisciplinary Programmes

The employability of finance graduates, the skills obtained in finance papers and its everyday relevance make finance a natural partner for a joint major or a supporting subject. Natural partners for concentration in finance include:

- **Accounting:** Many practising accountants will regularly give advice on finance issues. A major concentration in finance adds significantly to the skill base an accountant can draw on. Practice in the modern world requires an understanding of, and ability to, analyse financial markets.

- **Mathematics, Economics and Finance Programme in the Bachelor of Computing and Mathematical Sciences (BCMS):** A programme that enables students to combine a high-powered programme in mathematics with economics and/or finance for a career as a research economist or quantitative financial analyst.

- **Finance and Economics in the Bachelor of Electronic Commerce:** A programme of economics and finance papers designed to complement the degree programme in electronic commerce.

- **Management Systems:** Finance is a quantitative subject that complements the...
• Mathematics: Finance is a subject in which the analytical skills of a mathematics major can really come to the fore. Mathematical analysis combined with finance theory have transformed aspects of finance in practice. A major in mathematics can be taken with finance in the BMS degree. For guidance in developing a joint programme in mathematics and finance see the chairperson of either of the departments.

Scholarships and Prizes
The following scholarships are available to finance students:
• Credit Suisse First Boston Scholarship in Finance
• Craig and Co. Scholarship in Finance
• The Institute Prize (Australasian Institute of Banking and Finance Inc.)
• PricewaterhouseCoopers prize in Corporate Finance
For further information on scholarships, prizes and awards please refer to the section entitled Scholarships, Prizes and Awards.

PhD Supervisors
The following list contains the names of the staff within the Department of Finance who are available to supervise MPhil and PhD students, and the areas in which they offer supervision.

Dr Daniel Choi’s major research interests are in the areas of options and futures and market volatility.

Associate Professor Warren Hughes’ major research interests include input/output and regional impact analysis in economics, financial modelling and game theory.

Associate Professor Stuart Locke’s current research interests include governance and small to medium size enterprises. He is a regular contributor to professional publications and leans towards researching practical management issues. In particular the interface areas of economics, finance, accounting and management are areas of specific interest.

Professor Ed Vos’ research interests include financial markets and small business finance.

Paper Details for 2007
For descriptions of Economics (ECON) papers please refer to the relevant area of study.

FINA201-07S (HAM), 07A (HAM)
Finance
(Points: 20)
This paper introduces all BMS students to the basics of finance. It enables all students to understand the financial markets and their usefulness in the business environment. It ensures that students have skills in financial problem solving from a corporate perspective. It introduces the students to the concepts of financial risk. It makes students aware of the investment decision making process.
For Semester 07A (HAM)
Convenor: Prof Ed Vos
Internal assessment/Exam ratio: 1:1
Restrictions: FINA202
Note: This paper is not available to students enrolled in the BECom.

FINA202-07B (HAM)
Electronic Finance
(Points: 20)
This paper introduces students to the emerging world of electronic banking, finance and investment.
More specifically, the following areas will be covered: electronic banking and payments systems, internet securities trading and electronic securities exchanges, financial commerce and valuation of IT and internet firms, raising capital and venture capital process, electronic portfolio investment game.
Convenor: Dr Dani Foo
Internal assessment/Exam ratio: 1:1
Restrictions: FINA201
Note: This paper is not available to students enrolled in the BMS.

FINA305-07A (HAM)
Business Analysis and Valuation
(Points: 20)
This paper provides a comprehensive treatment of business analysis and valuation. It develops a quantitative approach to the analysis of financial information. The paper integrates commercial understanding, financial information and capital market theory to investigate the monetary value of businesses.
Convenor: AProf Stuart Locke
Internal assessment/Exam ratio: 1:1
Prerequisites: FINA201 (BMS students) or FINA202 (BECom students)
**FINA306-07A (HAM)**

**Personal Financial Planning**  
(Points: 20)  
This paper introduces students to the core concepts of "personal financial planning". It will enable participants to gain an understanding of contemporary issues in financial planning. Through reading and discussing relevant articles participants will develop sound ideas and be able to comment on a wide range of topics with which financial planners are typically involved.  
Convenor: Dr Philip O'Connor  
Internal assessment/Exam ratio: 1:0  
Prerequisites: FINA201 (BMS students) or FINA202 (BEC students)

**FINA311-07S (HAM), 07A (HAM)**

**Corporate Finance**  
(Points: 20)  
A first paper in the principles and practice of corporate finance. Building upon the concepts of net present value and time value of money, the paper examines the corporate capital budgeting, capital structure and dividend policy.  
Convenor: Not available at time of printing  
Internal assessment/Exam ratio: 1:0  
Prerequisites: FINA201 (for BMS students) or FINA202 (for BECom students)  
Restrictions: FINA510

**FINA312-07B (HAM)**

**Portfolios and Markets**  
(Points: 20)  
This paper introduces the fundamental concepts related to portfolio decisions of individual and institutional investors. Based on the concept of risk-return trade-off, it discusses the techniques and implications of efficient portfolio diversification and the allocation of assets among different securities. A special feature of this paper is that it provides an opportunity to students to work on an investment project using real world data.  
Convenor: Dr Philip O’Connor  
Internal assessment/Exam ratio: 3:2  
Prerequisites: FINA201 (for BMS students) or FINA202 (for BECom students)  
Restrictions: FINA517

**FINA313-07B (HAM)**

**Capital Markets**  
(Points: 20)  
Kiwicap is about the capital market of New Zealand, its institutions, and their economic role. After a brief survey of principles of markets and financial intermediation and disintermediation, the course continues with a short historical account of events of the last decade that led to financial liberalisation and the evolution of more sophisticated capital markets. A review of the role and structure of investment fund companies like, for example, unit trusts follows. This is in preparation for the KiwiCap Investment Game, a web-based portfolio management competition for participants of this course (more details in a separate document). The fixed income markets are next considered, treating bonds, bills, notes, swaps and other traded instruments in some detail. An account of the banking system follows, covering payment and settlement mechanisms, prudential regulation and monetary regulation. Moreover, the role of the Reserve Bank is examined both as the regulator of the banking system and as the institution responsible for the implementation of monetary policy in New Zealand. Equity markets are then covered, including the NZSX and the new issue process, together with a consideration of equity derivatives. The foreign exchange (FX) markets are also treated in depth, including derivatives such as cross currency interest swaps and their uses in hedging FX exposures. Throughout, emphasis is placed on an understanding of the economic role of these markets as well as themes relating to the internationalisation of NZ capital markets in recent years.  
Convenor: Mr Kurt Hess  
Internal assessment/Exam ratio: 1:0  
Prerequisites: FINA201

**FINA317-07B (HAM)**

**International Corporate Finance**  
(Points: 20)  
This paper is designed to help the student comprehend the complexities faced by the firm operating in an increasingly international environment, and to deal with them in an efficient manner.  
International dimensions of finance are explored from a corporate perspective. The nature, role and current state of international financial markets are considered.  
Convenor: Dr Dani Foo  
Internal assessment/Exam ratio: 1:0  
Prerequisites: FINA201  
Restrictions: FINA417

**FINA399-07B (HAM)**

**Applied Project in Finance**  
(Points: 20)  
Applied research project investigating a finance related issue in an organisational context.  
Convenor: Not available at time of printing  
Internal assessment/Exam ratio: 1:0  
Restrictions: ACCT399 and ECON399  
Note: This paper is only available to BBA(Fin) students.
FINA403-07A (HAM)
Small Business Finance
(Points: 20)
This paper investigates the key issues relating to small business finance, especially in New Zealand. Empirical evidence, theoretical models and government policy are considered.
Convenor: AProf Stuart Locke
Internal assessment/Exam ratio: 1:1
Prerequisites: FINA201 (BMS students) or FINA202 (BCom students)

FINA412-07A (HAM)
Derivative Securities
(Points: 20)
This paper begins with an introduction to forward, futures, swaps and options contracts to be used in risk management. The risk-neutral valuation concept and ITOs Lemma are then explained to enable understanding and using the Black-Scholes model.
Convenor: Not available at time of printing
Internal assessment/Exam ratio: 1:0
Prerequisites: FINA311 and FINA312
Restrictions: FINA509

FINA415-07B (HAM)
Computer Modelling in Finance
(Points: 20)
The objective of this paper is to equip students with financial modelling skills using a computer spreadsheet.
These skills include generic skills such as performing sensitivity analyses, running simulations and solving optimisation problems in finance.
The paper will also introduce students to more advanced techniques in financial modelling such as defining often used financial functions and performing complex tasks in Visual Basic programming codes.
Convenor: Mr Kurt Hess
Internal assessment/Exam ratio: 1:0
Prerequisites: FINA311 or FINA312 or equivalent
Note: This paper is limited to 90 students selected by the Chairperson of the Department in order of application to enrol.

FINA417-07B (HAM)
International Corporate Finance
(Points: 20)
This paper is designed to help the student comprehend the issues faced by the firm operating in an increasingly international environment, and to deal with them in an efficient manner.
International dimensions of finance are explored from a corporate perspective. The nature, role and current state of international financial markets are considered.
Convenor: Dr Dani Foo
Internal assessment/Exam ratio: 1:0
Prerequisites: FINA201
Restrictions: FINA317

FINA499-07C (HAM), 07D (HAM), 07R (HAM)
Report of an Investigation
(Points: 20)
Students are required to undertake an investigation in an organisation outside the University. These are projects on a subject of a student’s choice, involving a practical investigation and report. The student should initiate the project, in consultation with a member of staff as the proposed supervisor. The “499” is usually sponsored by a corporate or other entity, and the student works under the supervision of a member of the organisation, as well as his or her academic supervisor. The 499 concept has generally proved very successful in the past, with students sometimes forging careers with the corporate as a result.
On occasion students may be interested in a topic where it is difficult or inappropriate for him or her to find a corporate sponsor, and in such cases the 499 is “internal” or “desk”. The student works on the project in close association with the academic supervisor. Such internal projects can serve as pilot studies for theses or dissertations at graduate level.
Full details about this paper are in the 499 paper outline which is available on the 499 website.
Convenor: Dr Philip O’Connor
Internal assessment/Exam ratio: 1:0
Prerequisites: All 100, 200 and 300 level BMS compulsory papers and at least 40 points at 300 level in the area of study
Restrictions: FINA599

MNGT501-07S (HAM)
Research Methods in Management Studies
(Points: 30)
This paper offers an introduction to research methods and methodology for postgraduate students, toward enabling participants to form the knowledge and develop the skills needed to carry out independent research. A desired outcome is that students completing the paper would be able to design and defend a research study plan and be able to write up a comprehensive and cohesive research proposal. This is a broad introduction in order to accommodate management backgrounds generally. An aim of the paper is also to ensure that the student may emerge prepared for other and more advanced discipline, methodology or paradigm specific research method papers.
Convenor: Not available at time of printing
Internal assessment/Exam ratio: 1:0
Restrictions: ECON544, MKTG507, MSYS551 and , TOMG506
Note: This paper is limited to 32 students selected by the Course Convenor in order of application to enrol. Students are required to arrange a supervisor and identify a topic before enrolling in this paper.

FINA506-07A (HAM)
Finance Theory
(Points: 15)
Finance theory encompasses portfolio theory, the capital asset pricing model, corporate finance theory, arbitrage pricing theory, and call option pricing. Finance theory can be divided into two parts: certainty models and uncertainty models. Each part is further subdivided into equilibrium pricing theory and arbitrage pricing theory, which are complements but not substitutes. Equilibrium pricing theories (e.g., CAPM) are most useful for pricing the primary traded securities, like common stock. Arbitrage pricing theories are most useful for pricing contingent claim (e.g., options).
This paper emphasises mathematical proofs. Students should have a solid background in calculus before taking this paper.
Convenor: Dr Dani Foo
Internal assessment/Exam ratio: 1:0
FINA507-07A (HAM)

Corporate Restructuring and Governance

(Points: 15)

A record wave of corporate control transactions is sweeping many international markets, crossing almost every sector from the auto industry to banks and insurance companies. This paper will provide students with economic and financial rationale for evaluation of these transactions.

Main objectives: To review various methods of corporate restructuring like mergers, takeovers, spin off, management buy-outs; to study in depth how stock markets react to these restructuring transactions and if they are value-increasing transactions; to study different systems of corporate governance.

Convenor: Not available at time of printing
Internal assessment/Exam ratio: 1:0

FINA509-07A (HAM)

Derivatives 1

(Points: 15)

This module will introduce students to the basics of derivative securities. It is intended for students who have taken the core finance papers and gained a solid understanding of finance concepts, but have not been exposed to derivative securities. Therefore, the module will essentially be the equivalent of a full semester Part 4 paper in the subject FINA412 with the additional requirement of submitting an individual research report on a particular area in either futures or options.

Convenor: Dr Daniel Choi
Internal assessment/Exam ratio: 1:0
Restriction: FINA412

FINA510-07S (HAM), 07A (HAM)

Financial Theory and Corporate Policy

(Points: 15)

This is a paper on the theory and analysis of corporate finance, including the measurement of the cost of capital. Problems of long-term financing, capital structure, dividend policy, mergers and acquisitions will be covered. The students will be expected to be able to critically evaluate the standard models used, and to have an appreciation of the recent research relating to their use. This paper will be taught in parallel with FINA311, but students will be required to study in detail the underlying theory and critically evaluate its use.

Convenor: Not available at time of printing
Internal assessment/Exam ratio: 1:0
Prerequisites: ECON204 and FINA201 or equivalent
Restrictions: FINA311

FINA511-07A (HAM)

Advanced Corporate Finance

(Points: 30)

This paper is designed to bring students up to date on current thinking and research in corporate finance. Material covers core areas such as beta (dead or alive?), the cost of capital, determinants of the optimal capital structure, dividend policy, leasing, agency theory and its applications, initial public offerings, and managerial compensation. A feature will be an extension of finance theory to small business, with consideration of special problems in this context.

Convenor: Prof Ed Vos
Internal assessment/Exam ratio: 1:0
Prerequisites: FINA311 or equivalent

FINA512-07B (HAM)

Investments and Portfolios

(Points: 30)

This paper provides a more advanced treatment of the principles and practice of security choice and portfolio construction. It covers seven major topics in investments: mean variance portfolio theory, the Capital Asset Pricing Model, the Arbitrage Pricing Theory, the efficient market hypothesis, fixed-income management, portfolio performance, and security analysis. Students are guided in empirical investment research to produce papers of publishable quality, based on key journal articles and investment theories.

Convenor: Dr Daniel Choi
Internal assessment/Exam ratio: 1:0
Prerequisites: FINA312 or equivalent

FINA514-07S (HAM)

Property Finance

(Points: 30)

This paper analyses property investments, investigating returns and risk and property financing; property markets in New Zealand and internationally for various forms of property, and structures for holding property are considered.

Convenor: AProf Stuart Locke
Internal assessment/Exam ratio: 1:1
Prerequisites: 40 points at 300 level in Finance, or at the discretion of the Chairperson of Department

FINA515-07B (HAM)

Advanced Financial Modelling

(Points: 30)

The purpose of this paper is the practical implementation and application of some advanced models in finance. While the theoretical basis for each model family is briefly reviewed, the emphasis is on honing the numerical modelling and data handling skills. The first part of the paper is devoted to laying the foundations both in terms of programming skills and familiarity with software tools (Excel, VBA, EViews). These are acquired through examples drawn from various areas of finance such as portfolio theory, foreign exchange, financial institutions analysis, valuation of derivative instruments. The second part of the course is dedicated to the presentation of selected models from the following topic areas: market and credit risk, corporate finance, numerical methods, GARCH volatility modelling. Besides three smaller assignments, student must complete a major modelling project in this course. This includes implementation and description of a financial model drawn from the academic literature or specialised modelling and derivatives books. The paper is taught in a computer lab format.

Convenor: Mr Kurt Hess
Internal assessment/Exam ratio: 1:0
Prerequisites: FINA311, FINA312, ECON404, or FINA415
Restrictions: FINA518
**FINA517-07B (HAM)**  
**Investments, Portfolios and Financial Markets**  
(Points: 15)  
This paper will consider investments and the construction of efficient portfolios. It will include an analysis of the use of options and futures in risk management. Students will be required to apply the theoretical concepts used to actual problems. An ability to critically evaluate the core financial models used will be required. This paper will be taught in parallel with FINA312, but students will be required to study in detail the underlying theory and critically evaluate its use.  
Convenor: Dr Philip O'Connor  
Internal assessment/Exam ratio: 3:2  
Prerequisites: ECON204 and FINA201 or equivalent  
Restrictions: FINA312

**FINA519-07B (HAM)**  
**Derivatives 2**  
(Points: 15)  
This paper aims to enhance students’ ability to understand and analyse derivatives beyond simple futures and options. Major topics to be covered include the Ito Lemma, the Black-Scholes model, delta hedging, value at risk, the GARCH model, finite difference methods, and interest rate derivatives. Students will strengthen their knowledge of these topics by presenting reviews of journal papers in derivatives and conducting empirical analysis of derivatives products and markets.  
Convenor: Dr Daniel Choi  
Internal assessment/Exam ratio: 1:0  
Prerequisites: FINA509

**FINA589-07S (HAM), 07A (HAM), 07B (HAM)**  
**Directed Study**  
(Points: 15)  
Convenor: Not available at time of printing  
Internal assessment/Exam ratio: 1:0

**FINA590-07S (HAM), 07A (HAM), 07B (HAM), 07C (HAM), 07Y (HAM)**  
**Directed Study**  
(Points: 30)  
Convenor: AProf Stuart Locke  
Internal assessment/Exam ratio: 1:0

**FINA591-07C (HAM)**  
**Finance Dissertation**  
(Points: 30)  
Convenor: AProf Stuart Locke  
Internal assessment/Exam ratio: 1:0

**FINA592-07C (HAM)**  
**Finance Dissertation**  
(Points: 60)  
Convenor: AProf Stuart Locke  
Internal assessment/Exam ratio: 1:0

**FINA593-07C (HAM)**  
**Finance Thesis**  
(Points: 90)  
Convenor: AProf Stuart Locke  
Internal assessment/Exam ratio: 1:0

**FINA594-07C (HAM)**  
**Finance Thesis**  
(Points: 120)  
Convenor: AProf Stuart Locke  
Internal assessment/Exam ratio: 1:0

**FINA599-07C (HAM), 07D (HAM), 07R (HAM)**  
**Report of an Investigation**  
(Points: 30)  
Convenor: Dr Philip O'Connor  
Internal assessment/Exam ratio: 1:0  
Prerequisites: All 100, 200 and 300 level BMS compulsory papers, and at least 40 points at 300 level in the area of study  
Restrictions: FINA499
Hospitality Management

Interests
• Hospitality
• Hotel and Restaurant Management
• Travel

Careers
• Front Office Manager
• Hotel Manager
• Restaurant and Bar Manager
• Travel and Accommodation Facilitator
• Catering Services Manager
• Tourism Operator
• Financial Controller

Employers
• Tourism and Hospitality Organisations
• Commercial Caterers
• Hotels and Resorts
• Tourism and Leisure Attractions
• Museums

What is Hospitality Management?
Hospitality management is internationally defined as being the management of any business that supplies food, drink or accommodation for those away from home. This includes hotels, motels, holiday parks, restaurants, cafes and other related industries that deal with tourism and leisure.

Contacts for Department of Tourism and Hospitality Management

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Dr Tim Lockyer
MSB3.41		ext. 6321	lockyer@waikato.ac.nz

Administrator
MSB2.15		text. 4045	tourism@mngt.waikato.ac.nz
Available Papers in 2007

<table>
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<th>Paper</th>
<th>Semester</th>
<th>Description</th>
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Qualification and Specific Subject Requirements

**Note:** A graduate Certificate and Graduate Diploma in Tourism and Hospitality Management are also available. For further details, please refer to the section entitled Tourism Management.

**Bachelor of Tourism (BTour)**

*Hospitality Management*

120 points above Level 100, of which 60 points must be above Level 200.

The following papers are compulsory:

- TOMG204 Hospitality Law
- TOMG206 Food and Beverage Management and TOMG216 Food and Beverage Management Placement
- TOMG207 Accommodation Management and TOMG217 Accommodation Management Placement
- TOMG301 Entrepreneurship in Tourism and Hospitality*
- TOMG303 Hospitality Operations Management
- TOMG402 Hospitality Management Control and Decision Making

**Note:** Students taking this major must take ACCT101 Accounting for Management as an elective in their first year of study. Also, it is recommended that students take STMG191 Introduction to Management as an elective in their first year of study.

**Master of Philosophy and Doctor of Philosophy**

Contact the department’s Graduate Convenor

*Students taking Hospitality Management as a second major may count TOMG390 Directed Study in place of this paper.*
PhD Supervisors

We are always pleased to consider applications for theses. Our current doctoral supervisors are listed below.

**Professor Christine Lim**’s research interests and specialism are in tourism economics, time series modelling and applied econometrics. Econometrics is a highly portable statistical technique, which is very useful in many areas of quantitative research in the social sciences. Modelling involves a combination of theory, estimation, evaluation and simulation. To date, her research is in international tourism demand modelling. She has also published papers on tourism forecasting. Christine’s outstanding contributions to tourism research are evident in her receiving the inaugural Charles R. Geoldner Article of Excellence Award for the Best Paper in the Journal of Travel Research for 2000, for the paper entitled “A Meta-Analytic Review of International Tourism Demand”. In 2003, she was an invited discussant at a World Bank sponsored conference on “Tourism and Sustainable Economic Development: Macro and Micro Economic Issues” in Sardinia, Italy.

**Dr Tim Lockyer**’s main area of research is the hospitality industry, with special interests in the factors that influence the selection of accommodation and restaurants by guests, with several international refereed journal articles in this area. Dr Lockyer has also carried out research in a number of tourism management areas including economic impact studies, and local residents’ attitude studies along with other industry consultancy.

**Associate Professor Alison McIntosh** has a strong interest in tourist behaviour, especially tourists’ experiences, perceptions, values and motivations. She has published widely on issues relating to cultural, heritage and indigenous (Māori) tourism, and the experiential nature of tourist attractions. She uses both quantitative and qualitative research method techniques, as well as mixed methodologies and triangulation. Alison has conducted visitor research for a number of tourist attractions and museums in New Zealand and the U.K. In addition, she has conducted research into issues of sustainable Māori tourism development in partnership with Māori co-researchers and the New Zealand government. She has also carried out industry consultancy in areas of tourism management including heritage attraction concept design, feasibility and marketing, community perceptions and non-visitor studies, community-based tourism planning, and tourism impact studies. Her current research also includes work relating to family businesses in tourism and hospitality, tourists’ experiences of cultural products, and the value of historic buildings to tourists’ experiences of a region.

**Dr Asad Mohsin** has accumulated several years of industry and academic experience working in different countries in the Middle East and Asia Pacific including Australia. Prior to joining Waikato Management School in July 2003, Asad was working at the Northern Territory University (NTU) in Australia. At the NTU he was responsible for developing and coordinating higher education programmes in hospitality management. His industry experience includes working in food and beverage (production and service) and rooms division departments with international hotel chains like Inter-Continental Hotel, Holiday Inn Hotels and Gulf Air Hotels. Asad also operated his own catering business in Australia for seven years including a restaurant at a marina with capacity to seat 190 people. His experience as a practitioner and an academic has helped him to reduce the gulf between theory and practice by bringing real world issues and problems into his classes and testing academic research in his business. His published research and interests are in the area of tourism and hospitality product and service quality assessment; customer perceptions and contemporary trends and attitudes of holiday-makers.

**Professor Chris Ryan** has published widely on issues relating to tourist motivations and behaviours, and the consequences of those behaviours. The techniques that he uses are both quantitative (based on psychometrics) and qualitative (based on ethnographic and constructionist techniques). He has also undertaken economic impact assessments of tourism events. He has a strong interest in research techniques and was the author of ‘Researching Tourist Satisfaction’ published by Routledge, London. In addition he has written and/or edited a total of seven books and over 200 academic papers and articles. He has an international reputation and, in 1999 and 2004, was elected to the APEC Tourism Ministers’ Advisory Committee. He is one of only three New Zealand academics elected to the International Academy for the Study of Tourism. He has undertaken research for a number of tourism organisations in the UK, Canada, Australia, New Zealand and elsewhere. His current research includes work relating to indigenous peoples and tourism, national park usage, and tourist perceptions and behaviours. He has substantial experience as a researcher.

**Paper Details for 2007**

For hospitality management papers, please refer to the section entitled Tourism Management.
Human Resource Management

Interests
• Human Resources
• Organisational Behaviour
• Personnel Management
• Managing People
• Strategic HRM Planning

Careers
• Human Resource Manager/Advisor/Officer
• Payroll Manager/Administrator
• Industrial Relations Mediator/Facilitator
• Employment Court Official
• Human Capital Development Strategist

Employers
• Consultancy Firms
• Large Corporates
• International Companies
• Professional Organisations
• Government Departments

What is Human Resource Management?
Human resource management (HRM) is a set of activities and decisions that form an employment relationship. HRM is significant to the ability of employees and the organisation to achieve their strategic objectives. The activities comprising HRM can contribute to the products and services of the organisation through recruiting, selecting and training employees who will be successful in performing their job, rewarding employees for good performance and preparing employees for new technologies and jobs. HRM is also integral in determining the strategic direction of the organisation.

It is highly likely that at some stage in your career you will be responsible for managing people. The skills that successful managers use are many and varied and all have the potential to significantly impact on an organisation’s short and long-term performance. HRM will assist you in gaining the most from people and their organisation.

The skills you will specifically develop within our papers are:
• Debating
• Presentation
• Motivation
• Interviewing
• Appraisal
• Negotiation

Within Human Resource Management papers you will learn about:
• Employment legislation
• Job evaluation
• Training programme
• Interviewing job candidates
• Writing a job description
• Writing a person specification
• Evaluating an employee’s performance
• Health and safety obligations
• Planning an HR strategy
• Motivating employees
• Managing the dismissal process

Contacts for the Department of Strategy and Human Resource Management

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Eva Collins – Strategic Management enquiries
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John Gilbert – Human Resource Management enquiries
MSB4.01 ext 8126 jgilbert@waikato.ac.nz
### Available Papers in 2007

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<td>Competitive Advantage Through Work-Family Practices</td>
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<td>✔</td>
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*Note: Level 500 papers may only be taken by students enrolled in the BMS(Hons)*

### Qualification and Specific Subject Requirements

**Bachelor of Management Studies (BMS)**

**Human Resource Management**

120 points (at least 6 papers) above Level 100, of which 60 points (at least 3 papers) must be above Level 200, and of which 40 points (at least 2 papers) must be above Level 300, and which, for honours students only, must include at least 30 points at Level 500.

Up to two of the following papers can be counted towards an HRM major if they are not counted for a strategic management major:

- STMG222 Net Ready: Navigating the Competitive Landscape
- STMG330 Management Technology and Organisation
- STMG555 Foundations of Strategy and Organisation
- STMG556 Competitive Advantage through Work-Family Practices
- STMG580 Strategies for Sustainability

**Note:** Level 500 papers are only available to honours students. Please also note that students whom intend to complete HRMG499 will need to successfully complete the prerequisite paper HRMG343.
Graduate Certificate in Human Resource Management (GradCertHRM)

Requirements
60 points at Level 100 or above, of which 40 points must be at Level 300 or above.
20 points may be taken from outside the subject with the permission of the department’s Graduate Convenor.
Students are required to meet with the department’s Graduate Convenor to discuss their particular programme, possible compulsory papers, and pathway to the Graduate Diploma.

Graduate Diploma in Human Resource Management (GradDipHRM)

Requirements
120 points above Level 100, of which 80 points must be above Level 200.
The following papers are compulsory:
• HRMG341 Managerial Behaviour
• HRMG342 Human Resource Management
and a further 80 points in human resource management papers to meet the requirements for the qualification.
40 points may be taken from outside the subject with the permission of the Chairperson of the Department.

Postgraduate Certificate in Human Resource Management (GradCertHRM)

Requirements
60 points at Level 500.
20 points may be taken from outside the subject with the permission of the department’s Graduate Convenor.
Students are required to meet with the department’s Graduate Convenor to discuss their particular programme, possible compulsory papers, and pathway to the Postgraduate Diploma.

Postgraduate Diploma in Human Resource Management (PGDipHRM)

Requirements
120 points at Level 500.
30 points may be taken from outside the subject with the permission of the department’s Graduate Convenor.
Students should meet with the department’s Graduate Convenor to select an appropriate programme of study for their situation.

Master of Management Studies (MMS)

Human Resource Management
120 points at Level 500.
Candidates will normally be required to present a dissertation (30 or 60 points) or thesis (90 or 120 points), and a research methodology paper, unless passed previously, normally all within the major subject area.

Master of Philosophy and Doctor of Philosophy

Contact the department’s Graduate Convenor

Complementary Areas of Study

• Strategic Management and Leadership
• Management Communication
• Management Systems
• Accounting
• Marketing
• Economics

PhD Supervisors

Human Resource Management staff who are available for MPhil and PhD supervision and their primary research areas are listed below.

Dr Marc Anderson’s research interests focus on organisational behaviour and human resource management. His specific research interests include how individuals and organisations make sense of and manage unexpected events, the role of social networks in information gathering and leadership, and the psychological ownership of ideas and intellectual property.

Dr Suzette Dyer researches within the disciplines of human resource management and organisational behaviour. More specifically her research interests include the impact of globalisation upon society and workplace, career management and development, feminist organisational research, and organisational structural reform with a specific focus upon the issues of flexibility and workplace change. She draws on qualitative research methodologies and uses critical theoretical approaches.

Dr John Gilbert’s research interests focus on human resource development and organisational change. His specific research interests include the development and management of senior managerial resources, the management of change in organisations and the development of human resources in small to medium sized enterprises.

Professor Clive Gilson’s research interests focus on international human resource management, employment practices and performance, international industrial relations, sustaining organisational performance and managing sports organisations. He is the co-author of Harper Collins’ business book Peak Performance Organisations.

Professor Mark Harcourt’s research interests focus on human resource management and industrial relations. His specific projects include health and safety in the workplace, discrimination and the human rights legislation, occupational health and safety (injury costs and causes; work design and stress), employment tribunal and court decisions, negotiation skills, compensation, retention, motivation, organisational justice, redundancy, procedural justice, earnings, and unemployment policy.
HRMG241-075 (HAM), 07A (HAM), 07B (HAM)

Organisational Behaviour

(Points: 20)

The paper examines concepts, models and theories of the behaviour of individuals and groups in organisations. The paper focuses on behaviour at the individual, group, inter-group and organisation level with particular emphasis on the management of behavioural outcomes. The aim of this paper is to provide all management students with a basic understanding of important behavioural knowledge which they can apply in their career in management.

For Semester 07A (HAM)
Convenor: Ms Linda Twiname
Internal assessment/Exam ratio: 1:1

For Semester 07B (HAM)
Convenor: Mr Glyn Jones
Internal assessment/Exam ratio: 1:1

For Semester 07S (HAM)
Convenor: Ms Linda Twiname
Internal assessment/Exam ratio: 1:0
Prerequisites: STMG191. Students wishing to undertake HRMG241-075 (HAM) are expected to have a B grade average over their previous papers.

Note: HRMG241-075 (HAM) is limited to 100 students selected by the Chairperson of the Department in order of application to enrol.

HRMG342-07A (HAM), 07B (HAM), 07B (TGA)

Human Resource Management

(Points: 20)

This paper examines the management of an organisation’s most valuable resource: its people. It examines how they are acquired, managed to achieve an organisation’s goals, trained and developed to improve individual and organisational performance and the management of the employment relationship. The context within which human resources are managed in New Zealand organisations – the economic, legal, technological and demographic background is also examined.

For Semester 07A (HAM)
Convenor: Ms Linda Twiname
Internal assessment/Exam ratio: 7:3

For Semester 07B (HAM) and 07B (TGA)
Convenor: Mr Glyn Jones
Internal assessment/Exam ratio: 7:3
Prerequisites: HRMG241

Note: This paper will be delivered to Tauranga via video-conference.

HRMG343-07S (HAM), 07A (HAM), 07B (HAM)

Business Research Methods

(Points: 20)

This paper examines the management of an organisation’s most valuable resource: its people. It examines how they are acquired, managed to achieve an organisation’s goals, trained and developed to improve individual and organisational performance and the management of the employment relationship. The context within which human resources are managed in New Zealand organisations – the economic, legal, technological and demographic background is also examined.

For Semester 07A (HAM) and 07S (HAM)
Convenor: Dr Marc H Anderson
Internal assessment/Exam ratio: 1:0

For Semester 07B (HAM)
Convenor: Prof James Barker
Internal assessment/Exam ratio: 1:0
Prerequisites: HRMG241 or at the discretion of the Chairperson of Department
Despite various legislative acts and creative Equal Employment Opportunity (EEO) programmes, the income gap between women and men has changed very little over the past decade and a half. Women in New Zealand still receive approximately 80-84% of the income that men do. In this paper we examine women's representation in employment. We explore the relationship between employment and the non-job commitments of women. Two major themes run through the paper:

1. issues pertaining to the management of women in employment (by women and men), and
2. the issues which arise for women as (aspiring) managers.

Convenor: Dr Suzette Dyer
Internal assessment/Exam ratio: 1:0

This paper is designed to address the increasingly important role of employment law in human resource management. Students are exposed to current employment laws as they relate to issues such as health and safety, discrimination, harassment, strikes, individual agreements, collective agreements and dismissal.

Convenor: Prof Mark Harcourt
Internal assessment/Exam ratio: 1:1
Prerequisites: HRMG341 or HRMG342

This paper examines the application of HRM models and theories in New Zealand organisations. The focus of the paper is on Human Resource Development (HRD) through education, training and development in New Zealand organizations, including major developments taking place at the national level.

Convenor: Mr Glyn Jones
Internal assessment/Exam ratio: 1:0
Prerequisites: HRMG341 or HRMG342

This paper surveys the literature relating personality and management. Personality is widely recognised as having significant implications for important topics in human resource management, organizational behaviour, and strategic management. With the development of an extensive array of reliable and valid personality measures, and especially the widespread acceptance of the five-factor model of personality known as the "Big Five", the role of personality in management is becoming increasingly more central. Recent research has clearly and convincingly shown that the Big Five personality traits and other more targeted personality characteristics relate to such core management topics as motivation, leadership, and job satisfaction. Students completing this paper will explore their own personalities using rigorous academic measurement scales, and discover what academic research says about how personality is related to a variety of management topics, including leadership, motivation, perception, decision making, information gathering, among others. In addition, students will be introduced to an exciting line of research that is recently emerging on the notion of organisational personality.

Convenor: Dr Marc H Anderson
Internal assessment/Exam ratio: 1:0
Prerequisites: HRMG241 or PSYC229 or PSYC230

For organisations today change is not an option. With increasing pressure to remain competitive in a more global context, together with rapidly developing technologies and evolving social expectations, organisations have to build their capacity to cope with change. For today's organisational leaders being an effective agent of change is a key competency. This course explores the nature of change in organisations and ways that managers can: a) manage particular change events effectively and b) build an organisation's capacity to cope with change, to develop what has been referred to as an 'agile organisation'. This paper will involve discussion and evaluation of relevant theory combined with the application of this theory to the analysis of selected case studies.

Convenor: Mr John Gilbert
Internal assessment/Exam ratio: 1:0
Prerequisites: HRMG241

“Career” has become a complex and problematic concept. Organisations are taking a limited responsibility in facilitating the careers of individuals at a time when there is increasing uncertainty in employment. In this paper, we use a “critical lens” to study debates in career literature. The overall purpose is to strengthen insight into the complex facets of contemporary career development literature and practice.

Convenor: Dr Suzette Dyer
Internal assessment/Exam ratio: 1:0
Prerequisites: HRMG241
International Human Resource Management

(Points: 20)

International Human Resource Management will provide students with an understanding of how human resource practices and policies vary in different countries and an understanding of how and why human resource goals, actors, decision making processes, and contexts can vary across countries. Increasingly organisations are operating in global markets and organisations need to have the knowledge required to adapt human resource practices to the differing requirements of differing countries.

Convenor: Prof Clive Gilson
Internal assessment/Exam ratio: 1:0
Prerequisites: HRMG341 or PSYC317

Directed Study

(Points: 20)

Students wishing to undertake a project in an area not offered as a taught paper may develop a research topic and consult with a member of staff who is able to supervise this project. Students must be approved for enrolment in the paper by the department. This is subject to the availability of staff to supervise.

Convenor: Not available at time of printing
Internal assessment/Exam ratio: 1:0

Report of an Investigation

(Points: 20)

A 499 project is required for the BMS, and is only available to BMS students. You should discuss a proposed topic with the department’s 499 co-ordinator, or staff in your interest area who may also be able to help with strategic management, organisational behaviour/human resource management, including ‘desk’ 499s.

Convenor: Not available at time of printing
Internal assessment/Exam ratio: 1:0
Prerequisites: All 100, 200 and 300 level BMS compulsory papers and HRMG343
Restrictions: HRMG599

Research Methods in Management Studies

(Points: 30)

This paper offers an introduction to research methods and methodology for postgraduate students, toward enabling participants to form the knowledge and develop the skills needed to carry out independent research. A desired outcome is that students completing the paper would be able to design and defend a research study plan and be able to write up a comprehensive and cohesive research proposal. This is a broad introduction in order to accommodate management backgrounds generally. An aim of the paper is also to ensure that the student may emerge prepared for other and more advanced discipline, methodology or paradigm specific research method papers.

Convenor: Not available at time of printing
Internal assessment/Exam ratio: 1:0
Restrictions: ECON544, MKTG507, MSYS5551 and TOMG506
Note: This paper is limited to 32 students selected by the Course Convenor in order of application to enrol. Students are required to arrange a supervisor and identify a topic before enrolling in this paper.

Issues for Managerial Behaviour in 21st Century Organisations

(Points: 30)

The purpose of this paper is to encourage students to challenge the assumptions encountered in management and organisational behaviour papers taken to date. In this paper, students explore ideas relevant to organisations and management in the 21st century rather than those theories from yesterday and today. A linking theme is adopted in order to provide some structure to the various issues raised in this paper. The linking theme is ‘appropriate organisational structures, mechanisms and practices in a post industrial society’.

Convenor: Dr Suzette Dyer
Internal assessment/Exam ratio: 1:0
Prerequisites: HRMG341, HRMG342 or PSYC317

Pay and Performance Management

(Points: 30)

Organisations have been changing the way jobs are structured and these changes mean the way employees are paid for work is also changing. Organisations have been increasingly interested in practices such as paying for performance and tying pay to the attainment of group and organisational goals to achieve fair pay while maintaining accountability. However, much of the research on the efficacy of these approaches has been inconclusive. As the range of approaches to pay and performance management increases, the need to understand the implications of these practices for employees and organisations also increases. The course will provide the opportunity to evaluate and discuss the latest research findings in the arena of compensation and performance management.

Convenor: Prof Mark Harcourt
Internal assessment/Exam ratio: 1:0
Prerequisites: HRMG342 or PSYC317
The paper will provide students with the opportunity to evaluate and discuss the latest research in human resource management strategy.

The focus is on examining theories of internal fit which address how and why human resource practices link together to increase business performance and external fit, which address how and why human resource practices link with finance, marketing and production (the broader organisational strategy) to increase business performance. Along these lines students are encouraged to think about archetypal human resource strategies for pay, staffing and employment relations.

Convenor: Prof Mark Harcourt
Internal assessment/Exam ratio: 1:0
Prerequisites: HRMG342 or PSYC317

**Employment Relations**
(Points: 30)

This paper examines contemporary developments in the field of industrial relations using the theoretical lens of Labour Process Theory (LPT). Topics will include an up-to-date review of New Zealand industrial relations, comparative industrial relations (including North American, European and Pacific models), and industrial conflict. Students examine LPT critically, as a method to illustrate theory construction. A central component of this paper will be an extensive collective bargaining simulation that will require students to negotiate a labour contract under conditions set out by current employment law. The paper is designed to bridge industrial relations theory and practice.

Convenor: Prof Clive Gilson
Internal assessment/Exam ratio: 1:0
Prerequisites: HRMG342 or PSYC317

**Personnel Selection**
(Points: 15)

Please contact the Faculty of Arts and Social Sciences for further details about this paper.

Convenor: Not available at time of printing
Internal assessment/Exam ratio: 7:3

**Personnel Training and Development**
(Points: 15)

Please contact the Faculty of Arts and Social Sciences for further details about this paper.

Convenor: Not available at time of printing
Internal assessment/Exam ratio: 1:0

**Women and Organisations**
(Points: 30)

In this paper we examine the contribution of feminist research to our understanding of women and management.

Two themes pervade the paper:
1. We examine the management of women (by women or men). This entails a critical analysis of the experiences of women both in and out of employment.
2. We also examine the experiences of women who aspire to managerial positions.

The feminist research lens requires a consideration of the impact of any phenomena on the lives of all women. In this paper, therefore, we examine the impact of the liberalisation of the global labour market and its challenges and opportunities for women in a variety of situations.

Convenor: Dr Suzette Dyer
Internal assessment/Exam ratio: 1:0

**Directed Study**
(Points: 30)

Convenor: Not available at time of printing
Internal assessment/Exam ratio: 1:0
Information Systems Management

Interests
• Electronic Commerce
• Supply Chain Management
• Information Technology
• Process Re-engineering
• Decision Support Systems

Careers
• Information Systems Manager
• Electronic Commerce Consultant
• Information Systems Consultant
• Business Analyst
• Web Systems Project Manager
• Systems Developer

Employers
• International Consultancy Practices
• Large Corporates
• Manufacturing or Service Organisations
• Medium Sized Domestic Companies
• Government Departments

What is Information Systems Management?
This subject gives students a hands-on understanding of information systems, or management information systems as it has been called traditionally, or information systems management (ISM), as it is called today.

In ISM, students get an appreciation of how information is collected, managed and used for decision making purposes, both internally using traditional back office systems and externally using the web. Along the way, students come to understand how information systems are designed to meet organisational needs, and how to manage the installation and updating of information systems to meet changing needs and changing technologies. This subject also shows students that ISM is key in the relationship between companies, suppliers and customers and how they gain the competitive advantage offered by ‘end to end’ netted enterprise.

This subject is offered through the Department of Management Systems as a major in both the BMS and BECom, and as a graduate diploma. Please see Management Systems for more details.

Contacts for the Department of Management Systems

Professor Jim Corner
MS8.06 ext. 4563 jcorner@waikato.ac.nz

Jan Stevenson – Department Administrator
MS8.01 ext. 4561 jansteve@waikato.ac.nz
### Available Papers in 2007

<table>
<thead>
<tr>
<th>Level</th>
<th>Paper</th>
<th>Semester</th>
<th>Description</th>
<th>ISM major for the BMS and BMS(Hons)*</th>
<th>ISM major for the BECom</th>
<th>GradCertISM GradDiplISM</th>
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<td>Information Technology in Organisations</td>
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<td>B</td>
<td>E-Enabled Agile Supply Chains</td>
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*Note: Level 500 papers may only be taken by students enrolled in the BMS(Hons)

### Qualification and Specific Subject Requirements

**Bachelor of Management Studies (BMS)**

**Information Systems Management**

120 points (at least 6 papers) above Level 100, of which 60 points (at least 3 papers) must be above Level 200, and of which 40 points (at least 2 papers) must be above Level 300.

The following papers are compulsory:

- MSYS212 Information Technology in Organisations
- MSYS351 Management Information Systems
- MSYS359 Decision Support Systems

and a further 60 points in management systems papers, to meet the requirements for the major, from the following list of electives:

- MSYS221 Electronic Commerce Overview
- MSYS278 Project Management
- MSYS321 Electronic Commerce Systems Infrastructure
- MSYS358 Systems Implementation Management
- MSYS435 Managerial Decision Making
- MSYS455 E-Business Process Redesign
- MSYS457 Electronic Business Startups
- MSYS461 Knowledge Management
- MSYS465 Business Analysis and Consulting

**Bachelor of Management Studies Honours (BMS(Hons))**

**Information Systems Management**

120 points (at least 6 papers) above Level 100, of which 60 points (at least 3 papers) must be above Level 200, and of which 40 points (at least 2 papers) must be above Level 300, and which must include at least 30 points at Level 500.

In addition to the three compulsory papers for the BMS information systems management major the following paper is compulsory, either MSYS555 Strategic Information Systems or MSYS556 E-Business Technologies
and two other papers from the list of possible electives for the BMS information systems management major and/or the following list of electives:

- MSYS511 Sustainable Organisational Learning in the Knowledge Economy
- MSYS551 Management Systems Research
- MSYS577 E-Enabled Agile Supply Chains

### Bachelor of Electronic Commerce (BECom)

#### Information Systems Management

120 points above Level 100, of which 60 points must be above Level 200.

The following papers are compulsory:

- MSYS278 Project Management
- MSYS321 Electronic Commerce Systems Infrastructure
- MSYS351 Management Information Systems

and at least 40 points from the following list of electives:

- MSYS358 Systems Implementation Management
- MSYS455 E-Business Process Redesign
- MSYS457 Electronic Business Startups

and if required a further 20 points in management systems or computer science papers, except for COMP223 or MSYS221, to meet the requirements for the major.

### Graduate Certificate in Information Systems Management (GradCertISM)

#### Requirements

60 points at Level 100 or above, of which 40 points must be at Level 300 or above.

20 points may be taken from outside the subject with the permission of the department's Graduate Convenor.

Students are required to meet with the department's Graduate Convenor to discuss their particular programme, possible compulsory papers, and pathway to the Graduate Diploma.

### Graduate Diploma in Information Systems Management (GradDipISM)

#### Requirements

120 points above Level 100, of which 80 points must be above Level 200.

The following papers are compulsory:

- MSYS212 Information Technology in Organisations
- MSYS351 Management Information Systems
- MSYS359 Decision Support Systems

and at least 20 points from the following list of electives:

- MSYS435 Managerial Decision Making
- MSYS455 E-Business Process Redesign
- MSYS461 Knowledge Management

and up to 40 points from the following list of electives:

- MSYS221 Electronic Commerce Overview
- MSYS278 Project Management
- MSYS321 Electronic Commerce Systems Infrastructure
- MSYS358 Systems Implementation Management
- MSYS457 Electronic Business Startups
- MSYS465 Business Analysis and Consulting

### Master of Philosophy and Doctor of Philosophy

Contact the department’s Graduate Convenor
PhD Supervisors

We are always pleased to consider applications for PhD theses from people with appropriate qualifications. Our qualification convenor is Associate Professor Chuda Basnet. Supervisory committees appropriate for each proposed topic will be facilitated in consultation with Chuda.

Staff in Management Systems have experience in supervising research across all paradigms: qualitative, quantitative, and critical. Below is a list of our staff and their areas of research.

Dr Hyung Jun Ahn’s main research interests include intelligent and advanced information technologies that are used for solving business and management problems. He has recently focused on intelligent agent systems and advanced web technologies such as Semantic Web and Web services which are believed to have great potential for the second wave of e-business revolution. The target application areas of his research involve supply chain management, knowledge management, and product recommendation in online shopping malls.

Professor Jim Corner has specialised in the area of decision making with a specific emphasis on multi-attribute/multi-objective decision making, decision analysis, decision support systems and descriptive decision making in a managerial context. Topics researched by his current PhD students include environmental policy and decision making, the impact of questioning in knowledge transfer, and competitive advantage in techno-savvy organisations. He is well versed in the variety of research methods available.

Dr Eric Deakins’ main research interests are in the areas of business information systems and processes, electronic business/government and supply chain management. A range of topics include information systems alignment; supply chain integration; dot.com innovation management and e-government sophistication metrics. He is well versed in a number of research methods.

Dr Stuart Dillon has a research background in managerial and executive decision making and problem structuring with an emphasis on descriptive behaviour. Current research also focuses on the manner by which strategic decisions are made in organisations. He is also involved in ongoing research concerned with the sophistication of e-local government. Much of Stuart’s research is qualitative and he has a particular interest in interpretive approaches.

Professor Bob McQueen’s research interests include groupware, knowledge management, electronic commerce and machine learning. He has successfully supervised PhD students in the areas of industrial computing languages, end user computing satisfaction, groupware and process improvement, and agreement in computer mediated groups. Current PhD students are looking at the impact of IT on Māori organisations, groupware supported industrial training, ethics in electronic commerce, and IT supported tacit knowledge building.

Dr Valerie Martins’ research interests include the nature of information and knowledge and the way they are used in organisations. She has undertaken a number of successful research projects within both small and large companies in the areas of supply chain relationships, the IS/user gap, IS and organisational culture, and knowledge management.

Associate Professor John Scott has a range of research interests including decision support, management science, and experiential learning. Current research includes learning processes both for individuals and organisations, qualitative modelling, the use of diagrams and pictures in problem-solving, the use of reflection in learning, and more creative performance measurement. He is familiar with qualitative and quantitative research methodologies.
International Management

**Interests**
- International Business
- Business and Foreign Languages
- Trade
- Economics
- Business Strategies
- Marketing

**Career**
- International Trade Policy Advisor
- Tourism Consultant
- Industrial Development Analyst
- Business Development Advisor
- Management Positions, MNEs, SMEs
- International Marketing Analyst

**Employers**
- International and Government Organisations
- Ministry of Foreign Affairs and Trade
- Ministry of Economic Development
- Multinational Enterprises
- Small-Medium sized Firms Operating Internationally
- New Zealand Trade and Enterprise
- Tourism Operators

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**What is International Management?**

International management is the field of management that deals with business activities that cross national boundaries. This encompasses the movement of goods, services, capital, technology and personnel. The dramatic liberalisation that has occurred in New Zealand in recent years means the relevant competitive arena for many organisations is now an international one. New Zealand’s dependence on international trade, growing links within the Asia Pacific Rim and product diversification means the quality and appropriateness of management education will be important influences on its international competitiveness.

International management is available as a major for the BMS and the BMS(Hons).

**What is the International Management Programme?**

The International Management Programme (IMP) offers students a unique opportunity to integrate the study of one foreign language with the study of management disciplines. The IMP is distinguished by the inclusion of two language papers in each of the four years of study. Language options are offered through the Faculty of Arts and Social Sciences (FASS). Please contact FASS for language availability. In addition, students are able to take a number of internationally oriented papers focusing on the international business environment, aspects of international management and international business strategy.

The International Management Programme is available as a programme for the BMS.

**Contact for International Management**

Associate Professor Michèle Akooie – Undergraduate and Graduate
MSB.4.32 ext.8642 mema@waikato.ac.nz

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www.management.ac.nz
# Available Papers in 2007

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<tr>
<th>Level</th>
<th>Paper Code</th>
<th>Paper</th>
<th>Semester</th>
<th>Description</th>
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Qualification and Specific Subject Requirements

Bachelor of Management Studies (BMS)

International Management

120 points (at least 6 papers) above Level 100, of which 60 points (at least 3 papers) must be above Level 200, and of which 40 points (at least 2 papers) must be above Level 300.

The following papers are compulsory:

- STMG311 The International Business Environment
- STMG412 International Business Strategy
- and either ECON306/406 International Trade and Finance or FINA317/417 International Corporate Finance
- and either MCOM476 Communicating Across Cultures or MKTG453 International Marketing

and 40 points from the following list of electives:

- ECON236 Comparative Economic Performance
- TOMG202 Managing Tourism Demand and Behaviour
- TOMG203 Tourism Package Operations
- ACCT331 Management Accounting
- ECON336 Comparative Economic Performance
- HRMG343 Business Research Methods*
- MSYS377 Supply Chain Management
- STMG346 Electronic Commerce; Competing on the Edge
- STMG388 Strategic Alliances and Networks
- TOMG301 Entrepreneurship in Tourism and Hospitality
- TOST306 Geographies of Tourism Planning and Development
- HRMG488 International Human Resource Management
- MSYS412 World Class Operations
- MSYS435 Managerial Decision Making
- MSYS477 Strategic Supply Chain Management
- TOMG403 Managing Tourism Experiences in the Pacific Rim

*Note: Students planning to take STMG499 must take the prerequisite paper HRMG343 as one of their electives.

Bachelor of Management Studies Honours (BMS(Hons))

International Management Programme

The following papers are compulsory:

- STMG311 The International Business Environment
- STMG412 International Business Strategy
- and 150 points in a language, with at least 120 points (at least 6 papers) above Level 100, of which 60 points must be above Level 200.

International Management

120 points (at least 6 papers) above Level 100, of which 60 points (at least 3 papers) must be above Level 200, and of which 40 points (at least 2 papers) must be above Level 300, and which must include at least 30 points at Level 500.

The compulsory papers for the BMS international management major must be completed though STMG412 is replaced with the following compulsory paper:

- STMG588 International Business Strategy

In addition to the listed elective papers for the BMS international management major, honours students may also select papers from the following list of electives to meet the requirements for the major:

- ECON517 Applied Regional and General Equilibrium Analysis
Graduate Certificate in International Management (GradCertIntMgt)

Requirements
60 points at Level 100 or above, of which 40 points must be at Level 300 or above.
20 points may be taken from outside the subject with the permission of the department’s Graduate Convenor.
Students are required to meet with the department’s Graduate Convenor to discuss their particular programme, possible compulsory papers, and pathway to the Graduate Diploma.

Graduate Diploma in International Management (GradDipIntMgt)

Requirements
120 points above Level 100, of which 80 points must be above Level 200.
The following papers are compulsory:
• MKTG209 Principles of Marketing and International Management
• STMG311 The International Business Environment
• STMG412 International Business Strategy
and either ECON306/406 International Trade and Finance or FINA317/417 International Corporate Finance
and a further 40 points, to meet the requirements for the qualification, from the following list of electives:
• ECON236 Comparative Economic Performance
• FINA202 Electronic Finance
• MKTG251 Marketing Strategy
• TOMG202 Managing Tourism Demand and Behaviour
• TOMG203 Tourism Package Operations
• ACCT331 Management Accounting
• ECON336 Comparative Economic Performance
• MKTG351 Marketing Strategy
• MSYS377 Supply Chain Management
• STMG346 Electronic Commerce: Competing on the Edge
• STMG388 Strategic Alliances and Networks
• TOMG301 Entrepreneurship in Tourism and Hospitality
• TOST306 Geographies of Tourism Planning and Development
• MCOM476 Communicating Across Cultures
• MKTG453 International Marketing
• MSYS477 Strategic Supply Chain Management
• MSYS412 World Class Operations
• MSYS435 Managerial Decision Making
• TOMG403 Managing Tourism Experiences in the Pacific Rim

Postgraduate Certificate in Information Systems Management (PGCertIntMgt)

Requirements
60 points at Level 500.
20 points may be taken from outside the subject with the permission of the department’s Graduate Convenor.
Students are required to meet with the department’s Graduate Convenor to discuss their particular programme, possible compulsory papers, and pathway to the Postgraduate Diploma.

Postgraduate Diploma in International Management (PGDipIntMgt)

Requirements
120 points at Level 500.
The following paper is compulsory:
• STMG588 International Business Strategy
and 90 points from the following list of electives:
• ACCT506 International Accounting
• ACCT551 International Tax Strategies
• ECON517 Applied Regional and General Equilibrium Analysis
• ECON531 International Trade: Theory and Policy Issues
• ECON532 International Finance
• ECON544 Research Methods in Economics and Finance
• MCOM576 Intercultural Communication
• MCOM584 Global Issues in Public Relations
• MKTG507 The Research Process: Marketing and International Management
• MKTG553 International Marketing
• MSYS511 Sustainable Organisational Learning in the Knowledge Economy
• STMG501 Global Business: Strategic Marketing and Management
• STMG517 Current Issues in International Management
• TOMG501 International Tourism and Hospitality Marketing
• TOMG507 Hotel and Resort Operations Management

30 points may be taken from outside the subject with the permission of the department’s Graduate Convenor.

**Master of Management Studies (MMS)**

**International Management**

120 points at Level 500.

Candidates will normally be required to present a dissertation (30 or 60 points) or thesis (90 or 120 points), and a research methodology paper unless passed previously, normally all within the major subject area.

**Master of Philosophy and Doctor of Philosophy**

Contact the department’s Graduate Convenor

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**Complementary Areas of Study**

- Accounting
- Communication
- Economics
- Finance
- Foreign Languages
- Human Resource Management
- Strategic Management
- Tourism Management

**PhD Supervisor**

The following provides information about the supervisor who is qualified to supervise in the international management subject area.

**Associate Professor Michèle Akorrie**’s research interests are in the areas of foreign direct investment (FDI) and government policy, history of FDI in the New Zealand economy, clusters, industrial districts, SMEs, multinational enterprises and nation states.

**Paper Details for 2007**

For descriptions of papers, please refer to the relevant area of study.

- Accounting (ACCT) papers
- Economics (ECON) papers
- Finance (FINA) papers
- Management Communication (MCOM) papers
- Marketing (MKTG) papers
- Management Systems (MSYS) papers
- Strategic Management (STMG) papers
- Tourism Management (TOMG) papers
Management and Sustainability

Interests
- Environmental Issues
- Natural Resource Management
- Environmental Research
- Environmental Policy Analysis

Careers
- Natural Resource Manager
- Environmental Policy Analyst
- Corporate Environmental Manager
- Government Environmental Manager

Employers
- Private Firms and Government Organisations
- Conservation Organisations
- International Agencies
- Private Consultancy Firms

What is Management and Sustainability?
Management and sustainability has replaced the environment and management graduate diploma and postgraduate diploma programmes of study. If you would like to undertake a Master of Management Studies please refer to the Environment and Management section of this handbook.

The management and sustainability diploma will give you an understanding necessary for management at the interface between organisations, the environment and society. It focuses on issues of environmental management, corporate social responsibility and the activities of firms, government organisations and NGOs. The programme provides a sound basis for a career as an analyst or manager committed to a sustainable world.

Contacts for Management and Sustainability
Administrator
MSB2.15 ext.4758 mfitzy@waikato.ac.nz
Dr Dan Marsh
MSB2.19 ext.4950 dmarsh@waikato.ac.nz
Professor Ric Scarpa
MSB2.13 ext.4848 rscarpa@waikato.ac.nz
Professor Frank Scrimgeour
MSB2.14 ext.4415 scrim@waikato.ac.nz
### Available Papers in 2007

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### Qualification and Specific Subject Requirements

#### Graduate Diploma in Management and Sustainability (GradDipMgtStn)

**Requirements**

- 120 points above Level 100, of which 80 points must be above Level 200.
- The following papers are compulsory:
  - ECON316 Dimensions of Sustainability
  - STMG344 Business, Government and Society
  - ACCT407 Accounting for Sustainability
  - ECON415 Environmental and Natural Resource Economics

#### Postgraduate Diploma in Management and Sustainability (PGDipMgtStn)

**Requirements**

- 120 points at Level 500.
- At least 60 points from the following list of electives:
  - ACCT507 Accounting for Sustainability and a Changing Environment
  - ECON538 Natural Resource Economics
  - ECON539 Environmental Economics
  - MCOM584 Global Issues in Public Relations
  - STMG580 Strategies for Sustainability

- and no more than 60 points from the following list of electives:
  - ACCT541 Fraud Auditing
  - DEV5502 Resource Issues
  - ENV521 Environmental Evaluation
  - ENVR590 Directed Study
PhD Supervisors

Students interested in enrolling in a MPhil or PhD are invited to make contact in the first instance with the graduate convenor, Frank Scrimgeour, scrim@waikato.ac.nz. The following list provides an indication of research expertise for staff who are qualified to supervise management and sustainability PhD study.

Dr Eva Collin’s broad interests include strategic environmental management, business and government strategy and changes in organisational structure.

Dr Dan Marsh’s research interests include environmental and natural resource economics, biotechnology and innovation.

Dr Juliet Roper’s areas of interest are in communicating sustainability.

Professor Ric Scarpa’s research interests are environmental economics, natural resource economics, and economic modelling.

Dr Frank Scrimgeour’s current research focuses on environmental and natural resource economics.

Paper Details for 2007

For descriptions of papers, please refer to the relevant area of study.

Accounting (ACCT) papers
Economics (ECON) papers
Environment and Management (ENVR) papers
Management Communication (MCOM) papers
Management Systems (MSYS) papers
Strategic Management (STMG) papers
Tourism Management (TOMG) papers

For details of development studies (DEV) and political science (POLS) papers, please contact the Faculty of Arts and Social Sciences.
Management Communication

Interests
- Organisational Communication
- Interpersonal Relationships
- Communication and Leadership
- Business Speaking and Writing
- Consultation
- Managing Diversity
- Conflict Management and Negotiation

Careers
- Communication Consultant
- Professional Negotiator
- Management Trainer
- Professional Fundraiser
- Professional Freelance Writer
- Technical Writer

Employers
- Consultancy Firms
- Communication Industries
- Government Organisations
- Private Sector Organisations

What is Management Communication?
Every management task is completed through communication. To manage is to communicate. Therefore, a thorough understanding of management communication theory and practice is essential for the aspiring manager. So, it’s not surprising that on survey after survey, communication skills are at the top of the list of employers’ requirements. Nor is it surprising that research shows that communication skills are a good predictor of career success.

The major in management communication provides a solid grounding in the skills, theory, and practices of communication. The major is structured into two clear streams, one enhancing the writing and speaking skills of students and the other focusing on interaction skills, including interpersonal, intercultural, and strategic organisational communication capabilities.

Students doing a management communication major in either the BMS or BCS have a very wide employment field open to them.

Because of the fundamental importance of communication to all careers, the major is also an excellent second major alongside any other BMS or BCS major.

Contacts for the Department of Management Communication

Undergraduate enquiries
Dr Nittaya Campbell
MSB4.35F ext.6281 nittaya@waikato.ac.nz
Dr Cheryl Cockburn-Wootten
MSB4.38 ext.6377 cwootten@waikato.ac.nz
Dr Prue Holmes
MSB4.35I ext. 4141 pholmes@waikato.ac.nz
Mary Simpson
MSB4.35 ext.8357 mary@waikato.ac.nz

Graduate enquiries
Dr Shiv Ganesh
MSB4.37 ext.8529 sganesh@waikato.ac.nz
Professor David McKie
MSB4.35D ext.4197 dmckie@waikato.ac.nz
Dr Debashish Munshi
MSB4.35K ext.4450 munshi@waikato.ac.nz
Professor Ted Zorn
MSB4.35C ext.4776 tzorn@waikato.ac.nz
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<td>The Treaty of Waitangi in Contemporary Aotearoa/New Zealand</td>
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### Qualification and Specific Subject Requirements

**Bachelor of Management Studies (BMS)**

<table>
<thead>
<tr>
<th>Level</th>
<th>Paper</th>
<th>Semester</th>
<th>Description</th>
<th>MgtComm major for the BMS and BMS(Hons)*</th>
<th>Marketing and Communication major for the BECom</th>
<th>MgtComm major for the BCS</th>
<th>BCS(Hons)</th>
<th>Grad DipDR</th>
<th>GradCert-MgtComm</th>
<th>GradDipMgtComm</th>
<th>PGCert-MgtComm</th>
<th>MgtComm</th>
<th>GradCert-GradDip-PGCert-MgtComm</th>
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*Note: Level 500 papers may only be taken by students enrolled in the BMS(Hons)*

**Management Communication**

120 points (at least 6 papers) above Level 100, of which 60 points (at least 3 papers) must be above Level 200, and of which 40 points (at least 2 papers) must be above Level 300.  
The following papers are compulsory:  
- MCOM231 Interpersonal Communication  
- MCOM292 Business Communication  
- MCOM392 Managing Organisational Communication  

and 60 points, to meet the requirements for the major, from the following list of electives:  
- MCOM220 Communication Theory  
- MCOM330 Professional Speaking and Speechwriting  
- MCOM331 Managing Conflict and Consensus  
- MCOM332 Professional and Public Relations Writing  
- MCOM380 Special Topic: Communication and the Virtual Workplace  
- MCOM398 Careers and Communications Consulting Methods  
- MCOM430 Professional Speaking and Speechwriting  
- MCOM431 Negotiation and Persuasion  
- MCOM432 Professional and Public Relations Writing  
- MCOM4476 Communicating Across Cultures  
- MCOM480 Special Topic: Communication and the Virtual Workplace  

The following papers may be taken at Level 100 but do not count towards a major:  
- MCOM102 Communication and Cyberspace  
- MCOM103 Journalism and Professional Practices  
- MCOM104 Business Writing  
- MCOM133 Introduction to Corporate Communication  

**Note:** MCOM233 Public Relations Practice, MCOM235 Media and Public Relations, MCOM333 Public Relations Campaigns, MCOM334 Public Relations Cases, MCOM337 Advertising, Branding and Identity, and MCOM434 Public Relations Cases may not be counted towards this major.
Bachelor of Management Studies Honours (BMS(Hons))

Management Communication
120 points (at least 6 papers) above Level 100, of which 60 points (at least 3 papers) must be above Level 200, and of which 40 points (at least 2 papers) must be above Level 300, and which must include at least 30 points at Level 500.
In addition to the three compulsory papers for the BMS management communication major, at least 60 points (two papers) from the following list are compulsory:

- MCOM565 Communication and Organisational Change
- MCOM576 Intercultural Communication
- MCOM579 Communication in Organisations
- MCOM583 Communication and Leadership
- MCOM586 Communication, Cybertrends and E-Business*

*Note: For students enrolling in this major for 2007 this paper may be taken instead of MCOM565 or MCOM583.

In addition to the listed elective papers for the BMS management communication major, honours students may, if required, select 30 points (one paper) from the following list of electives:

- MCOM530 Qualitative Research Methods
- MCOM566 Special Topic
- MCOM581 Public Relations and Sport
- MCOM582 Public Relations in the Culture Industries
- MCOM584 Global Issues in Public Relations
- MCOM585 Corporate Public Relations
- MCOM586 Communication, Cybertrends and E-Business
- MCOM590 Directed Study

Bachelor of Electronic Commerce (BECom)

Marketing and Communication
120 points above Level 100, of which 60 points must be above Level 200.
The following papers are compulsory:

- MCOM337 Advertising, Branding and Identity.com
- MKTG251 Marketing Strategy
and either
- COMP224 Computer Graphic Design or COMP233 Internet Applications

and 20 points from the following list of electives:

- MCOM233 Public Relations Practices
- MCOM235 Media and Public Relations
- MCOM237 Advertising Communication and Creativity
- MKTG232 Electronic Commerce and Marketing
and 20 points from the following list of electives:

- MKTG333 Electronic Retailing
- MKTG354 Marketing of Services
- MKTG355 Consumer Behaviour
- MKTG451 Applied Marketing Strategy
- MKTG452 Advertising and Promotional Strategy
- MKTG458 Relationship Marketing
and 20 points from the following list of electives:

- MCOM332 Professional and Public Relations Writing
- MCOM333 Public Relations Campaigns
- MCOM334 Public Relations Cases
- MCOM392 Managing Organisational Communication
- MCOM431 Negotiation and Persuasion
- MCOM432 Professional and Public Relations Writing
- MCOM434 Public Relations Cases
- MCOM476 Communicating Across Cultures

Bachelor of Communication Studies (BCS)

Management Communication
120 points above Level 100, of which 60 points must be above Level 200.
The following papers are compulsory:
and a further 60 points, to meet the requirements for the major, from the following list of electives:

- MCOM200 Management Communication
- MCOM330 Professional Speaking and Speechwriting
- MCOM331 Managing Conflict and Consensus
- MCOM332 Professional and Public Relations Writing
- MCOM398 Careers and Communication Consulting Methods
- MCOM399 Communication Investigation in the Workplace (only available to students majoring in two Waikato Management School majors)
- MCOM430 Professional Speaking and Speechwriting
- MCOM431 Negotiation and Persuasion
- MCOM432 Professional and Public Relations Writing
- MCOM476 Communicating Across Cultures

20 points from the above list of electives may be substituted with 20 points from the following list of electives:

- HRMG241 Introduction to Organisational Behaviour
- MSYS212 Information Technology in Organisations
- HRMG341 Managerial Behaviour
- HRMG342 Human Resource Management
- STMG330 Management, Technology and Organisations
- HRMG402 Human Resource Management and Practice

Note: MCOM233 Public Relations Practice, MCOM235 Media and Public Relations, MCOM333 Public Relations Campaigns, MCOM337 Advertising, Branding and Identity.Com and MCOM434 Public Relations Cases may not be counted towards this major.

### Bachelor of Communication Studies with Honours (BCS(Hons))

**Management Communication**

120 points at Level 500.

At least 60 points from the following list of electives:

- MCOM565 Communication and Organisational Change
- MCOM576 Intercultural Communication
- MCOM579 Communication in Organisations
- MCOM583 Communication and Leadership
- MCOM586 Communication, Cybertrends and E-Business*

and up to 60 points from the following list of electives:

- MCOM530 Qualitative Research Methods
- MCOM566 Special Topic
- MCOM581 Public Relations and Sport
- MCOM582 Public Relations in the Culture Industries
- MCOM584 Global Issues in Public Relations
- MCOM585 Corporate Public Relations
- MCOM586 Communication, Cybertrends and E-Business
- MCOM590 Directed Study
- MCOM591 Dissertation (30 points)

*Note: For students enrolling in this major for 2007 this paper may be taken instead of MCOM565 or MCOM583.

### Graduate Diploma in Dispute Resolution (GradDipDR)

**Requirements**

120 points above Level 100, of which 80 points must be above Level 200.

The following papers are compulsory:

- LAWS205 Foundations in Legal Studies
- LAWS306 Dispute Resolution
- MCOM331 Managing Conflict and Consensus

and at least 20 points from the following list of electives:

- LAWS449 Mediation: Law, Principles and Practice
- MCOM431 Negotiation and Persuasion

and no more than 40 points from the following list of electives:
### Graduate Certificate in Management Communication (GradCertMgtComm)

**Requirements**
- 60 points at Level 100 or above, of which 40 points must be at Level 300 or above.
- 20 points may be taken from outside the subject with the permission of the department’s Graduate Convenor.
- Students are required to meet with the department’s Graduate Convenor to discuss their particular programme, possible compulsory papers, and pathway to the Graduate Diploma.

### Graduate Diploma in Management Communication (GradDipMgtComm)

**Requirements**
- 120 points above Level 100, of which 80 points must be above Level 200.
  - The following papers are compulsory:
    - MCOM200 Management Communication
    - MCOM392 Managing Organisational Communication
  - and a further 80 points, to meet the requirements for the qualification, from the following list of electives:
    - MCOM231 Interpersonal Communication
    - MCOM292 Business Communication
    - MCOM330 Professional Speaking and Speechwriting
    - MCOM331 Managing Conflict and Consensus
    - MCOM332 Professional and Public Relations Writing
    - MCOM337 Advertising, Branding and Identity.Com
    - MCOM398 Careers and Communication Consulting Methods
    - MCOM430 Professional Speaking and Speechwriting
    - MCOM431 Negotiation and Persuasion
    - MCOM432 Professional and Public Relations Writing
    - MCOM476 Communicating Across Cultures
- Up to 40 points may be taken outside the list with the permission of the Chairperson of the Department.

*Note:* The change to the compulsory papers for the qualification is subject to Academic Board approval.

### Postgraduate Certificate in Management Communication (PGCertMgtComm)

**Requirements**
- 60 points at Level 500.
- 20 points may be taken from outside the subject with the permission of the department’s Graduate Convenor.
- Students are required to meet with the department’s Graduate Convenor to discuss their particular programme, possible compulsory papers, and pathway to the Postgraduate Diploma.

### Postgraduate Diploma in Management Communication (PGDipMgtComm)

**Requirements**
- 120 points at Level 500.
  - At least 60 points from the following list of electives:
    - MCOM565 Communication and Organisational Change
    - MCOM576 Intercultural Communication
    - MCOM579 Communication in Organisations
    - MCOM583 Communication and Leadership
    - MCOM586 Communication, Cybertrends and E-Business*
and up to 60 points from the following list of electives:

- MCOM530 Qualitative Research Methods
- MCOM566 Special Topic
- MCOM581 Public Relations and Sport
- MCOM582 Public Relations in the Culture Industries
- MCOM584 Global Issues in Public Relations
- MCOM585 Corporate Public Relations
- MCOM586 Communication, Cybertrends and E-business
- MCOM590 Directed Study
- MCOM591 Dissertation (30 points)

30 points may be taken from outside the subject with the permission of the department’s Graduate Convenor.

*Note: For students enrolling in this major for 2007 this paper may be taken instead of MCOM565 or MCOM583.

Master of Management Studies (MMS)

Management Communication
120 points at Level 500.
Prior to, or during a masters degree in management communication the following paper must be successfully completed:

- MCOM579 Communication in Organisations

and at least 30 points from the following list of electives:

- MCOM565 Communication and Organisational Change
- MCOM576 Intercultural Communication
- MCOM583 Communication and Leadership
- MCOM586 Communication, Cybertrends and E-Business*

Normally, candidates will undertake a dissertation or thesis, the prerequisite for which is MCOM530 Communication Research.

and up to 60 points from the following list of electives:

- MCOM530 Qualitative Research Methods
- MCOM566 Special Topic
- MCOM581 Public Relations and Sport
- MCOM582 Public Relations in the Culture Industries
- MCOM584 Global Issues in Public Relations
- MCOM585 Corporate Public Relations
- MCOM586 Communication, Cybertrends and E-business
- MCOM590 Directed Study (30 points)
- MCOM591 Dissertation (30 points)
- MCOM592 Dissertation (60 points)
- MCOM594 Thesis (120 points)

*Note: For students enrolling in this major for 2007 this paper may be taken instead of MCOM565 or MCOM583.

Master of Philosophy and Doctor of Philosophy

Contact the department’s Graduate Convenor
PhD Supervisors

We are always pleased to consider applications for theses. Our current doctoral supervisors and their areas of interest are as follows:

Dr Nittaya Campbell researches in the areas of intercultural communication, business communication, and writing. In particular, she’s interested in issues involving international students, migrants and refugees, and workplace diversity; best practice in written communication in business and professional contexts; and the concept of “plain English” as a strategy for optimal audience-orientated communication.

Adjunct Professor George Cheney specialises in the area of organisational communication, having strong secondary interests in rhetorical and social criticism and critical discourse analysis. His research draws upon both social-scientific and humanistic traditions in an effort to understand better organisational experience and to enhance contemporary work life. His current research centres on such topics as organisational identity, employee participation and workplace democracy, patterns in corporate public discourse (especially public relations and marketing), and business ethics.

Dr Cheryl Cockburn-Wootten is interested in identity, gender and emotion, in relation to organisational communication and management studies. Her other interests are in theoretical, epistemological debates within the qualitative research field and she enjoys unravelling the ‘Gordian Knot’ of paradigms!

Dr Fabrice Desmarais focuses on research in advertising, sport and culture. Fabrice is currently conducting research on the use of sport endorsers in advertising in several advertising agencies around the world. Fabrice also has experience working in the advertising industry as a creative at the Images & Co advertising agency. He has worked on various advertising accounts including Chocody and Air France.

Dr Shiv Ganesh is interested in communication issues as they emerge in the contexts of globalisation, international development, non-government and non-profit organisations, technology, and global social protests. He has conducted and published research on all these subjects.

Dr Prue Holmes’ general area of research is in intercultural communication. Her work has explored international students’ learning and communication and, more recently, she has focused on intercultural communication competence in pluricultural contexts. She also researches communication with Chinese people, in particular, Chinese students as sojourners and migrants. Other intercultural research includes migrants and ICTs. Prue has migrant community involvement through her role as Trustee of the Hamilton Multicultural Services Trust. A second strand of her research draws on her work and research experience in China and Hong Kong. Currently, her research includes academic writing in the business context, and the development of writing programmes with the Waikato Management School programmes in China.

Professor David McKie has interests across the spectrum of communications media, new technologies, and public relations. His work is interdisciplinary and takes a multi-methodological approach to qualitative investigation. Current research includes environmental issues (especially in relation to media and public relations), leadership communication, futures and scenarios, managing organisational diversity, creativity, imagination and intuition in organisations, and business applications of cyberspace, postmodernism and new science.

Dr Debashish Munshi looks at media and management discourses through a variety of lenses, including postcolonial, subaltern and feminist ones. His field of study encompasses journalism, public relations, organisational communication, and intercultural communication. He has a special interest in issues of diversity.

Professor Ted Zorn studies organisational communication, with particular interests in organisational change related communication, implementation of new communication technologies, enhancing staff well-being, and interpersonal influence processes (e.g. leadership, consensus building, and communication skills/abilities).
MCOM133-07B (HAM)
Introduction to Corporate Communication
(Points: 15)
This paper offers an introduction to the field of corporate communication, including public relations marketing, advertising, and branding. It focuses on the creative elements of corporate communication, including its role in the promotion of organisations, their products and services. The paper also examines business ethics and sustainability in the context of corporate communication and the specific challenges posed for corporate communication practice in New Zealand.
Convenor: Prof David McKie
Internal assessment/Exam ratio: 2:1
Prerequisites: ESLA101 or MCOM104 or MAOR111 or 14 credits at Level 3 in NCEA English, Media Studies or Te Reo Maori

MCOM200-07S (HAM), 07A (HAM), 07B (HAM)
Management Communication
(Points: 20)
Managers spend a substantial portion of their day communicating with others – interacting, planning communication and interpreting others’ communication. Research shows that their skill in doing so is critical to their success. This paper, and the field of management communication, focuses on the processes by which managers communicate with others, both internal and external to the organisation.
We will explore the major communicative practices of management and introduce you to some of the major theories underlying management communication as an area of study. Additionally, you will develop your skills and knowledge in creating and analysing communication strategies.
For Semester 07A (HAM)
Convenors: Dr Cheryl Cockburn-Wootten, Dr Fabrice Desmarais
Internal assessment/Exam ratio: 1:1
For Semester 07B (HAM)
Convenors: Dr Cheryl Cockburn-Wootten, Ms Mary Simpson
Internal assessment/Exam ratio: 1:1
For Semester 07S (HAM)
Convenor: Dr Cheryl Cockburn-Wootten
Internal assessment/Exam ratio: 1:1

LAWS205-07A (HAM)
Foundations in Legal Studies
(Points: 20)
Please contact the Law School for further details about this paper.
Convenor: Not available at time of printing
Internal assessment/Exam ratio: 7:3
**MCOM220-07A (HAM)**

**Communication Theory**
(Points: 20)

This paper explores a range of theories of communication and investigates the application of these theories to communication practice. Students will examine the many and varied ways of understanding the role of communication in the development of social, political, cultural and institutional identities and movements. The course will enable students to proceed into communication practice with a grounded contextual understanding of their roles and responsibilities as producers and users of communication, and as global citizens.

Convenor: AProf Kay Weaver

Internal assessment/Exam ratio: 2:1

**COMP224-07A (HAM)**

**Computer Graphic Design**
(Points: 20)

Please contact the School of Computing and Mathematical Sciences for further details about this paper.

Convenor: Not available at time of printing

Internal assessment/Exam ratio: 1:0

**MCOM231-07A (HAM)**

**Interpersonal Communication**
(Points: 20)

This paper develops your understanding of the principles of interpersonal communication and teaches you skills to become a more effective communicator. Topics covered include verbal and nonverbal messages, perception and listening, identity, and self-presentation in communication. We explore the part that interpersonal communication plays in areas such as interpersonal influence, dealing with conflict, and forming and managing professional relationships.

Convenor: AProf Debashish Munshi

Internal assessment/Exam ratio: 1:1

**COMP233-07B (HAM)**

**Internet Applications**
(Points: 20)

Please contact the School of Computing and Mathematical Sciences for further details about this paper.

Convenor: Not available at time of printing

Internal assessment/Exam ratio: 2:1

**MCOM233-07A (HAM)**

**Public Relations Practices**
(Points: 20)

This course presents various kinds of expertise used by public relations practitioners in their effort to build relationships between the organisation and its publics. It will focus on specific practical professional tools such as fundraising, event management, lobbying, managing investor relations, social marketing and more. MCOM233 is designed to prepare candidates for the MCOM333 course.

Convenor: Dr Margalit Toledano

Internal assessment/Exam ratio: 1:0

Note: This paper may not normally be counted towards a management communication major.

**MCOM235-07B (HAM)**

**Media and Public Relations**
(Points: 20)

Managing an organisation’s relationships with the mass media is a central aspect of public relations work. This paper provides you with the concepts and techniques which will enable you to develop effective and sustainable relationships with journalists in order to meet public relations objectives. This paper will cover publicity through the news media, writing for the press and for television news, training for television appearances, media conferences, crisis management, and the ethical dimension of these professional practices.

Convenor: Not available at time of printing

Internal assessment/Exam ratio: 1:0

Restrictions: MCOM335

Note: This paper may not normally be counted towards a management communication major.

**MCOM237-07A (HAM)**

**Advertising Communication and Creativity**
(Points: 20)

This paper offers an introduction to advertising communication. It is a largely practical and creative paper designed to teach skills required for advertising work within the advertising/public relations industry. In this paper, you apply theoretical concepts and practical research in the analysis and production of advertisements and are introduced to advertising industry computer software packages. Regular guest speakers will give you insight into different aspects of the advertising industry.

Convenor: Dr Fabrice Desmarais

Internal assessment/Exam ratio: 1:0

Note: This paper may not normally be counted towards a management communication major.

**MCOM292-07B (HAM)**

**Business Communication**
(Points: 20)

This paper focuses on the theory and practice of business communication. It is designed to improve students’ written and oral communication skills in the business context. Topics will include message organisation, proposal and report writing, employment communication, effective oral presentations, and communication in the technology age.

Because practical communication skills are the core of the paper, a two-hour workshop each week provides the opportunity for students to practise the skills covered in the lectures.

Convenor: Dr Nittaya Campbell

Internal assessment/Exam ratio: 2:1

**LAWS306-07Y (HAM)**

**Dispute Resolution**
(Points: 20)

Please contact the Law School for further details about this paper.

Convenor: Not available at time of printing

Internal assessment/Exam ratio: 2:3
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Prerequisites</th>
<th>Internal assessment/Exam ratio</th>
<th>Convenor</th>
<th>Note</th>
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</thead>
<tbody>
<tr>
<td>MCOM330-07S (HAM)</td>
<td>Professional Speaking and Speechwriting</td>
<td></td>
<td>1:0</td>
<td>Dr Alison Henderson</td>
<td>This paper focuses on the skills, principles, and practices of developing, writing and delivering professional speeches and presentations. It is a highly practical paper with extensive practice in analysing, developing and presenting speeches across a wide range of professional purposes and contexts. These include persuasive speeches, business proposals, informative speeches, and speeches for special occasions. You learn to develop and deliver more dynamic and persuasive presentations.</td>
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<tr>
<td>MCOM331-07A (HAM)</td>
<td>Managing Conflict and Consensus</td>
<td></td>
<td>1:0</td>
<td>Ms Mary Simpson</td>
<td>This course builds knowledge and skills in theory and practice of conflict management and consensus building. With a focus on task groups you learn to analyse and manage conflict and build consensus. We explore selected major theories of interpersonal communication as lenses through which to understand conflict and consensus processes. Dialogue and facilitation as skills and tools for sustainable working relationships through managing conflict and consensus are central aspects of the course. Therefore, the course uses interactive learning and success depends on your active participation.</td>
</tr>
<tr>
<td>MCOM332-07A (HAM)</td>
<td>Professional and Public Relations Writing</td>
<td></td>
<td>1:0</td>
<td>Dr Nittaya Campbell</td>
<td>This paper is for those who wish to improve their practical writing skills or who intend to become communication professionals. You will focus on the practical writing and technical processes involved in planning, structuring, designing, writing, and editing a range of professional documents and learn to apply some of the theories underlying persuasive writing. You will produce a portfolio of professional documents for a fictional organisation, similar to documents you are likely to produce in the course of your professional communication career. Examples of the types of writing covered in the paper are annual reports, newsletters, brochures, instructions, and articles.</td>
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<tr>
<td>MCOM333-07B (HAM)</td>
<td>Public Relations Campaigns</td>
<td></td>
<td>1:0</td>
<td>Dr Margalit Toledano</td>
<td>Public Relations Campaigns is the capstone course in your public relations education. It prepares you for working in the world of public relations where practitioners need to possess communicative and planning skills. In groups you create a public relations campaign plan for a real client organisation. The practical campaign work allows you to demonstrate your knowledge of public relations strategies underpinned by sound research and applied theory. The best campaign plan submissions go forward to the Top Four Finals where groups compete to win The Chesterman Public Relations Campaign Award.</td>
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<tr>
<td>MCOM334-07B (HAM)</td>
<td>Public Relations Cases</td>
<td>MCOM233</td>
<td>1:0</td>
<td>AProf Kay Weaver</td>
<td>This paper focuses on communication case studies which highlight the practical and ethical dilemmas confronting public relations professionals. Students will analyse the communication strategies employed by a variety of local and international organisations. The paper’s objective is to enable students to apply public relations concepts in a diverse range of contexts.</td>
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<tr>
<td>MCOM335-07B (HAM)</td>
<td>Media and Public Relations</td>
<td></td>
<td>1:0</td>
<td>Not available at time of printing</td>
<td>Managing an organisation’s relationships with the mass media is a central aspect of public relations work. This paper provides you with the concepts and techniques which will enable you to develop effective and sustainable relationships with journalists in order to meet public relations objectives. This paper will cover publicity through the news media, writing for the press and for television news, training for television appearances, media conferences, crisis management, and the ethical dimension of these professional practices.</td>
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<tr>
<td>MCOM336-07B (HAM)</td>
<td>Advertising, Branding and Identity.com</td>
<td>MCOM235</td>
<td>1:0</td>
<td>Not available at time of printing</td>
<td>This paper examines electronic means of establishing and managing brand identities. It considers how both online and offline communication efforts (e.g., advertising and public relations) contribute to identity management. You identify and evaluate current issues in the online industry and apply both theoretical concepts and practical research in the analysis and production of online brand identity. Students develop a brand building website using a range of web design software.</td>
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</table>
**Perspectives on Counselling**

(Ponts: 20)

Please contact the School of Education for further details about this paper.

Convenor: Not available at time of printing

Internal assessment/Exam ratio: 1:0

**Directed Study**

(Ponts: 20)

This paper involves supervised study of a topic in management communication. Typically, the directed study involves extensive, critical review of the literature on the chosen topic and writing an extensive paper analysing the literature.

Convenor: Not available at time of printing

Internal assessment/Exam ratio: 1:0

Note: Students are required to identify a topic and arrange a supervisor before enrolling in this paper.

**Managing Organisational Communication**

(Ponts: 20)

How do people organise other than through explicit communication? How do managers manage other than through explicit communication? This paper works from the perspective that communication constitutes much of what an organisation is. So, it focuses on how messages are constructed, expressed and interpreted within organisations today. The overall aim is to help you to understand the communication practices of organisational life and how to make them better.

Convenor: Ms Mary Simpson

Internal assessment/Exam ratio: 1:0

**Careers and Communication Consulting Methods**

(Ponts: 20)

This paper teaches students key research principles, approaches, and skills involved in conducting enquiry into communication practices, issues, and problems. The paper emphasises applied communication research and assessment, which is central in developing meaningful consulting practice. Additionally, it is intended to prepare you to conduct communication 399 and 499 projects that are rigorous, well presented, and useful to client organisations.

Convenor: Not available at time of printing

Internal assessment/Exam ratio: 1:0

**Communication Investigation in the Workplace**

(Ponts: 20)

This paper comprises a major piece of applied research. The report is normally prepared for an external sponsor and addresses a practical communication issue within the sponsor's organisation. The paper provides experience in working and undertaking research in a real management environment and offers a very important link between the communication theories learnt during the course of your BCS studies and the practical application of that theory.

Convenor: Not available at time of printing

Internal assessment/Exam ratio: 1:0

Prerequisites: MCOM398

Equivalents: MKTG399

Note: This paper is open only to BCS students taking a double major combining two of the management communication, marketing, and public relations majors.

**The Treaty of Waitangi in Contemporary Aotearoa/New Zealand**

(Ponts: 20)

Please contact the Law School for further details about this paper.

Convenor: Not available at time of printing

Internal assessment/Exam ratio: 1:0

**Family Law**

(Ponts: 20)

Please contact the Law School for further details about this paper.

Convenor: Not available at time of printing

Internal assessment/Exam ratio: 1:1

**Employment Law**

(Ponts: 20)

Please contact the Law School for further details about this paper.

Convenor: Not available at time of printing

Internal assessment/Exam ratio: 1:2

**Professional Speaking and Speechwriting**

(Ponts: 20)

This paper focuses on the skills, principles, and practices of developing, writing and delivering professional speeches and presentations. It is a highly practical paper with extensive practice in analysing, developing and presenting speeches across a wide range of professional purposes and contexts. These include persuasive speeches, business proposals, informative speeches, and speeches for special occasions. You learn to develop and deliver more dynamic and persuasive presentations.

Convenor: Dr Alison Henderson

Internal assessment/Exam ratio: 1:0

Restrictions: MCOM330
**MCOM431-07B (HAM)**

**Negotiation and Persuasion**
(Points: 20)

This paper provides you with the ability to critically examine the process of influence in organisations. Emphasis is placed on the processes by which organisational communicators attempt to influence internal and external individuals and groups. Through an exploration of theories of persuasive communication and extensive application and practice, you develop skills and knowledge for being more sophisticated consumers and producers of persuasive messages, particularly in the context of negotiation.

Convener: Not available at time of printing
Internal assessment/Exam ratio: 1:0

**MCOM432-07A (HAM)**

**Professional and Public Relations Writing**
(Points: 20)

This paper is for those who wish to improve their practical writing skills or who intend to become communication professionals. You will focus on the practical writing and technical processes involved in planning, structuring, designing, writing, and editing a range of professional documents and learn to apply some of the theories underlying persuasive writing. You will produce a portfolio of professional documents for a specific organisational scenario, similar to documents you are likely to produce in the course of your professional communication career. Examples of the types of writing covered in the paper are annual reports, newsletters, brochures, instructions, and articles.

Convener: Dr Nittaya Campbell
Internal assessment/Exam ratio: 1:0
Prerequisites: MCOM292 is highly recommended
Restrictions: MCOM332
Note: This paper may not normally be counted towards a management communication major.

**LAWS434-07B (HAM)**

**Environmental Law**
(Points: 20)

Please contact the Law School for further details about this paper.
Convener: Not available at time of printing
Internal assessment/Exam ratio: 1:0

**MCOM434-07B (HAM)**

**Public Relations Cases**
(Points: 20)

This paper focuses on communication case studies which highlight the practical and ethical dilemmas confronting public relations professionals. Students will analyse the communication strategies employed by a variety of local and international organisations. The paper’s objective is to enable students to apply public relations concepts in a diverse range of contexts.

Convener: AProf Kay Weaver
Internal assessment/Exam ratio: 1:0
Prerequisites: MCOM233
Note: This paper may not normally be counted towards a management communication major.

**LAWS449-07B (HAM)**

**Mediation: Law, Principles and Practice**
(Points: 20)

Please contact the Law School for further details about this paper.
Convener: Not available at time of printing
Internal assessment/Exam ratio: 1:0

**MCOM476-07A (HAM)**

**Communicating Across Cultures**
(Points: 20)

This paper provides a broad understanding of the principles and practices of intercultural communication. You will explore the nature of culture and its influence on communication, beliefs and values, cultural dimensions, verbal and nonverbal codes, and intercultural communication in various contexts. Through lectures, class discussions, and workshop activities using videos, and case studies, you learn to analyse intercultural communication situations and at the same time develop or extend skills that improve your competence in communicating interculturally.

Convener: Dr Prue Holmes
Internal assessment/Exam ratio: 1:0

**LAWS489-07S (HAM), 07A (HAM), 07B (HAM)**

**Directed Study**
(Points: 10)

Please contact the Law School for further details about this paper.
Convener: Not available at time of printing
Internal assessment/Exam ratio: 1:0

**LAWS490-07S (HAM), 07A (HAM), 07B (HAM)**

**Directed Study**
(Points: 20)

Please contact the Law School for further details about this paper.
Convener: Not available at time of printing
Internal assessment/Exam ratio: 1:0

**MCOM490-07A (HAM), 07B (HAM), 07Y (HAM)**

**Directed Study**
(Points: 20)

This paper involves supervised study of a topic in management communication. Typically, the directed study involves extensive, critical review of the literature on the chosen topic and writing an extensive paper analysing the literature. Students are required to identify a topic and arrange a supervisor before enrolling in this paper.
Convener: Not available at time of printing
Internal assessment/Exam ratio: 1:0
Management Communication

**MCOM499-07C (HAM), 07F (HAM), 07M (HAM), 07G (HAM)**

**Report of an Investigation**
(Points: 20)
This report of an investigation on an approved topic is required for the BMS, and is available only to BMS students. Details of the requirements for the project are provided in the 499 Paper Outline. Students should discuss a proposed topic with the department’s 499 coordinator.

Convenor: Not available at time of printing
Internal assessment/Exam ratio: 1:0
Prerequisites: All 100, 200 and 300 level BMS compulsory papers and at least 40 points at 300 level in the area of study
Restrictions: MCOM599

**MCOM530-07A (HAM)**

**Qualitative Research Methods**
(Points: 30)
This paper is designed to help you achieve an advanced level of understanding of the foundations and principles of qualitative research methodologies and methods. It is additionally intended to assist in your development of proposals for masters and doctoral research. The teaching includes collaborative and peer learning activities which encourage you to seek feedback and discussion of your research ideas, research planning and research proposals.

Convenor: AProf Kay Weaver
Internal assessment/Exam ratio: 1:0

**MCOM576-07B (HAM)**

**Intercultural Communication**
(Points: 30)
This paper aims to improve students’ understanding of intercultural issues in management communication. It will weave together theories in intercultural communication and diversity management. Designed to facilitate a collaborative learning experience of a range of concepts and skills required for effective intercultural communication, the paper will rely not only on a recommended set of readings but also on films, case studies, seminars, and group discussions.

Convenor: Dr Nittaya Campbell
Internal assessment/Exam ratio: 1:0

**MCOM579-07B (HAM)**

**Communication in Organisations**
(Points: 30)
This paper explores how people communicate in the process of organising. In particular, we focus on communication events and processes as they create, reflect and transform the culture of an organisation and ways we organise daily life. We pursue answers to these questions such as: How do particular organisational cultures (as well as national, regional, ethnic and gender-based cultures) guide and constrain interaction? How does communication constitute, reflect and influence cultural values, beliefs and practices? How can communicative and organisational practices be changed to improve the quality of work life?

Convenor: AProf Debashish Munshi
Internal assessment/Exam ratio: 1:0

**MCOM582-07B (HAM)**

**Public Relations in the Culture Industries**
(Points: 30)
This paper examines the theory and practice of public relations in the arts, entertainment and cultural sectors. It explores links between public relations practice and issues of cultural policy, cultural diplomacy, and the promotion of national identity in New Zealand. The paper looks at the role of museums, theatre, music, and publishing, and the ways we develop our image and identity as a nation. Students undertake a research project in the cultural industries as part of this paper.

Convenor: Not available at time of printing
Internal assessment/Exam ratio: 1:0

**MCOM585-07A (HAM)**

**Corporate Public Relations**
(Points: 30)
This advanced paper examines the strategic interrelationships between key areas of corporate public relations: image, identity, issues management, crisis management and corporate social responsibility. It explores the ways in which those interrelationships can be understood and managed in order to improve the compatibility of corporations with their social environment and thus enhance their reputations. This paper allows students to move beyond functional solutions commonly applied to public relations problems towards alternative solutions that may be more innovative and creative.

Convenor: Prof Juliet Roper
Internal assessment/Exam ratio: 1:0

**MCOM586-07A (HAM)**

**Communication Cybertrends and E-Business**
(Points: 30)
Communication is central to e-business development and strategy. This paper is intended to prepare students for communication research and professional practice in the context of e-business. We will explore the meanings and discourses of e-business and e-commerce, and then focus on such issues as internet-based strategies for developing and managing relationships and dialogue with customers, suppliers, and other publics and how the change to e-business is constructed and enacted communicatively within organisations.

Convenor: Prof Ted Zorn
Internal assessment/Exam ratio: 1:0

**MCOM587-07A (HAM), 07B (HAM), 07Y (HAM)**

**Public Relations Internship**
(Points: 30)
The internship provides the opportunity to gain practical work-based experience with a public relations department or agency. A credited internship is an experiential learning programme which contributes an important element to the students’ educational process. It provides students with an opportunity to gain work-based experience guided by a staff member (the internship coordinator) and site supervisor (sponsor) and to build a professional experience portfolio. Students are responsible for finding their own internship position.

Convenor: Not available at time of printing
Internal assessment/Exam ratio: 1:0
Prerequisites: MCOM333
**MCOM590-07S (HAM), 07A (HAM), 07B (HAM), 07Y (HAM)**

**Directed Study**  
(Points: 30)  
This paper involves supervised study of a topic in management communication. Typically, the directed study involves extensive, critical review of the literature on the chosen topic and writing an extensive paper analysing the literature. Students are required to identify a topic and arrange a supervisor before enrolling in this paper.  
Convenor: Not available at time of printing  
Internal assessment/Exam ratio: 1:0

**MCOM591-07C (HAM)**

**Management Communication Dissertation**  
(Points: 30)  
This paper, like the two-paper dissertation, thesis and advanced report of an investigation, gives students an opportunity to carry out research or further study in a specialised interest area. Often the topic chosen will be one that the student has already become familiar with in a Level 500 paper and wishes to continue to study, or research in greater depth. Students considering an advanced research paper should plan and get approval for their topic before enrolment, so that work can begin immediately the semester begins.  
Convenor: Not available at time of printing  
Internal assessment/Exam ratio: 1:0  
Prerequisites: MCOM530

**MCOM592-07C (HAM)**

**Management Communication Dissertation**  
(Points: 60)  
This paper, like the directed research project, thesis and advanced report of an investigation, gives students an opportunity to carry out research or further study in a specialised interest area. Often the topic chosen will be one that the student has already become familiar with in a Level 500 paper and wishes to continue to study, or research in greater depth. Students considering an advanced research paper should plan and get approval for their topic before enrolment, so that work can begin immediately the semester begins.  
Convenor: Not available at time of printing  
Internal assessment/Exam ratio: 1:0  
Prerequisites: MCOM530

**MCOM593-07C (HAM)**

**Management Communication Thesis**  
(Points: 90)  
This paper, like the dissertation, gives students an opportunity to carry out research or further study in a specialised interest area. Often, the topic chosen will be one that the student has become familiar with in a Part 5 course, and wishes to study in greater depth. This is a substantial research project, requiring extensive literature review as well as primary research. Students considering an advanced research paper should plan and get approval for their topic before enrolment, so that work can begin immediately the semester begins.  
Convenor: Not available at time of printing  
Internal assessment/Exam ratio: 1:0  
Prerequisites: MCOM530

**MCOM594-07C (HAM)**

**Management Communication Thesis**  
(Points: 120)  
This paper, like the dissertation, gives students an opportunity to carry out research or further study in a specialised interest area. Often, the topic chosen will be one that the student has become familiar with in a Level 500 paper and wishes to study in greater depth. This is a substantial research project, requiring extensive literature review as well as primary research. Students considering an advanced research paper should plan and get approval for their topic before enrolment, so that work can begin immediately the semester begins.  
Convenor: Not available at time of printing  
Internal assessment/Exam ratio: 1:0  
Prerequisites: MCOM530

**MCOM599-07C (HAM), 07F (HAM), 07M (HAM), 07G (HAM)**

**Report of an Investigation**  
(Points: 30)  
This paper involves a supervised project in which the student conducts an applied research project for a client organisation. This project is similar to a 499, but the scope and the level of theoretical and methodological sophistication expected are greater.  
Convenor: Not available at time of printing  
Internal assessment/Exam ratio: 1:0  
Prerequisites: All 100, 200 and 300 level BMS compulsory papers and at least 40 points at 300 level in the area of study  
Restrictions: MCOM499
What is Management Systems?

In Management Systems we offer practical and challenging papers in information systems management, supply chain management, electronic commerce and, in the most common task for all managers, decision making.

As we move into knowledge and information-based service economies, managers cannot ignore the importance of information in their organisations. Information systems provide this activity, largely in order to facilitate efficient and effective decision making. Furthermore, in today’s competitive environment, organisations realise that maintaining customer loyalty critically depends on operational excellence. Supply chain management is all about making this happen - that is, designing internal processes and continuously improving them once they are in place, and linking the organisation to all other entities in the supply chain. These activities, in turn, vitally depend on acquiring and sharing timely and pertinent information using information technologies. Finally, the use of web-based technologies allows organisations to exist virtually, operate more efficiently, be connected, and therefore become more effective. Electronic commerce is a growing field related to the other fields offered in the Department of Management Systems, especially as it relates to business-to-business transactions.

Teaching in Management Systems emphasises student-centred learning. We are convinced that the best learning is undertaken independently, within a supportive and interactive environment. In higher level papers, students can set goals for their learning and find ways to realise them.

The confluence of information systems, supply chain management, electronic commerce, and decision making leads us to believe that we offer a ‘whole way of thinking’, as students come to understand the inter-related nature of organisational activities when taking papers in this department. Systems graduates find that a major in this department gives them an edge with employers in a variety of career positions.

For more information on the information systems management major and graduate diploma, please see the section entitled Information Systems Management. For more information on the supply chain management major and graduate diploma, please see the section entitled Supply Chain Management.

Contacts for the Department of Management Systems

Professor Jim Corner
MS8.06 ext. 4563 jcorner@waikato.ac.nz

Jan Stevenson - Department Administrator
MS8.01 ext. 4561 jansteve@waikato.ac.nz
## Available Papers in 2007

<table>
<thead>
<tr>
<th>Level</th>
<th>Paper</th>
<th>Semester</th>
<th>Description</th>
<th>PGCertMgtSys</th>
<th>PGDipMgtSys</th>
<th>MMS</th>
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<td>Research Methods in Management Studies</td>
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## Qualification and Specific Subject Requirements

### Postgraduate Certificate in Management Systems (PGCertMgtSys)

**Requirements**
- 60 points at Level 500.
- 20 points may be taken from outside the subject with the permission of the department’s Graduate Convenor.
- Students are required to meet with the department’s Graduate Convenor to discuss their particular programme, possible compulsory papers, and pathway to the Postgraduate Diploma.

### Postgraduate Diploma in Management Systems (PGDipMgtSys)

**Requirements**
- 120 points at Level 500.
- 30 points may be taken from outside the subject with the permission of the department’s Graduate Convenor.
- Students should meet with the department’s Graduate Convenor to select an appropriate programme of study for their situation.

### Master of Management Studies (MMS)

**Management Systems**
- 120 points at Level 500.
- Candidates will normally be required to present a dissertation (30 or 60 points) or thesis (90 or 120 points) and a research methodology paper, unless passed previously, normally all within the major subject area.

### Master of Philosophy and Doctor of Philosophy

- Contact the department’s Graduate Convenor
PhD Supervisors

We are always pleased to consider applications for PhD theses from people with appropriate qualifications. Our qualification convenor is Associate Professor Chuda Basnet. Supervisory committees appropriate for each proposed topic will be facilitated in consultation with Chuda.

Staff in the Department of Management Systems have experience in supervising research across all paradigms: qualitative, quantitative, and critical. Below are our staff and their areas of research.

**Dr Hyung Jun Ahn**'s main research interests include intelligent and advanced information technologies that are used for solving business and management problems. He has recently focused on intelligent agent systems and advanced web technologies such as Semantic Web and Web services which are believed to have great potential for the second wave of e-business revolution. The target application areas of his research involve supply chain management, knowledge management, and product recommendation in online shopping malls.

**Associate Professor Chuda Basnet**'s work is mainly in the area of manufacturing systems modelling and supply chain management. He has also published research papers in engineering optimisation, quality engineering, vehicle routing, and empirical production management. He has supervised research in the production management area. His primary orientation is in the quantitative research methodology.

**Dr Paul Childerhouse**'s main research interests are supply chain management and logistics management. He has undertaken research in the automotive, aerospace and construction sectors to investigate how supply chains can become fully integrated and market-orientated. He has a preference for case-based research but is well versed in a variety of research methods.

**Professor Jim Corner** has specialised in the area of decision making with a specific emphasis on multi-attribute/multi-objective decision making, decision analysis, decision support systems and descriptive decision making in a managerial context. Topics researched by his current PhD students include environmental policy and decision making, the impact of questioning in knowledge transfer, and competitive advantage in techno-savvy organisations. He is well versed in the variety of research methods available.

**Dr Eric Deakins**' main research interests are in the areas of business information systems and processes, electronic business/government and supply chain management. A range of topics include information systems alignment; supply chain integration; dot.com innovation management and e-government sophistication metrics. He is well versed in a number of research methods.

**Dr Stuart Dillon** has a research background in managerial and executive decision making and problem structuring with an emphasis on descriptive behaviour. Current research also focuses on the manner by which strategic decisions are made in organisations. He is also involved in ongoing research concerned with the sophistication of e-local government. Much of Stuart’s research is qualitative and he has a particular interest in interpretive approaches.

**Professor Les Foulds** has had a distinguished research record for over 30 years in manufacturing management, management science, and operations research. His research, via both quantitative and qualitative methodologies, is in the areas of facilities planning, scheduling, and machine cell formation for group technology. He develops decision support systems in these areas within the dairy, transport, and manufacturing industries.

**Professor Bob McQueen**'s research interests include groupware, knowledge management, electronic commerce and machine learning. He has successfully supervised PhD students in the areas of industrial computing languages, end user computing satisfaction, groupware and process improvement, and agreement in computer mediated groups. Current PhD students are looking at the impact of IT on Māori organisations, groupware supported industrial training, ethics in electronic commerce, and IT supported tacit knowledge building.

**Dr Valerie Martin**'s research interests include the nature of information and knowledge and the way they are used in organisations. She has undertaken a number of successful research projects within both small and large companies in the areas of supply chain relationships, the IS/user gap, IS and organisational culture, and knowledge management.

**Associate Professor John Scott** has a range of research interests including decision support, management science, and experiential learning. Current research includes learning processes for individuals and organisations, qualitative modelling, the use of diagrams and pictures in problem-solving, the use of reflection in learning, and more creative performance measurement. He is familiar with qualitative and quantitative research methodologies.

**Dr Stefan Seuring-Stella** focuses on research in supply chain management. His particular fields of interest are sustainable supply chain management and the application of management accounting techniques in supply chains. He has cooperated with, for example, the automotive, the chemical and the textile industries. While he mainly uses case and action research, a range of other research methods have been also employed, depending on the problem studies.
Paper Details for 2007

**MSYS111-07A (HAM), 07B (HAM)**

**Information Systems and Supply Chain Management**
(Points: 15)

Today, virtually all graduates are expected to understand and use Information Systems (IS). Your career and income will depend on these abilities. IS are made up of Information Technologies, Organisations and People. This paper integrates these together with a particular focus on Supply Chain Management (SCM), itself an integrating technology. Classes will occur in two two-hour sessions each week. You will take some responsibility for your own learning in this paper.

For Semester 07A (HAM)

Convenor: Prof Gottfried Vossen
Internal assessment/Exam ratio: 1:0

For Semester 07B (HAM)

Convenor: Dr Stefan Seuring-Stella
Internal assessment/Exam ratio: 1:0

Prerequisites: For BECom students only: MATH166, a B grade pass in MATH168, or 14 credits at Level 3 in NCEA Mathematics with Calculus or Statistics and Modelling

**MSYS121-07A (HAM), 07B (HAM)**

The World of Electronic Commerce
(Points: 15)

Electronic commerce involves the exchange of products, services and information using the internet and other digital technologies. This paper provides you with a comprehensive introduction to electronic commerce from a management perspective along with exposure to web-based application development. Topics covered include business models for electronic commerce, internet retailing, business-to-business transactions, mobile commerce and e-government.

The objectives of the paper are:
1. To help you appreciate the diverse and interdisciplinary nature of electronic commerce
2. To introduce you to the range of business models and applications used in contemporary electronic commerce
3. To familiarise you with the technologies and infrastructure necessary for electronic commerce
4. To build skills in the use of software tools for developing web-based electronic commerce applications.

This paper includes a two-hour class and a two-hour practical computer workshop each week.

Convenor: Dr Stuart Dillon
Internal assessment/Exam ratio: 1:0
Restrictions: MSYS221

**MSYS178-07A (HAM)**

Introduction to Project Management
(Points: 15)

This introduction paper exposes students to the fundamentals of project management success.

Convenor: Not available at time of printing
Internal assessment/Exam ratio: 1:0
Equivalent: MSYS278

**MSYS212-07S (HAM), 07B (HAM)**

**MSYS219-07C (NET)**

Electronic Commerce Industry Experience
(Points: 20)

This paper links the practical experience of an industry placement with reflection on the issues facing users of these technologies. The student may be based in the host organisation during the paper, undertaking tasks and duties assigned by that organisation. The period in the host organisation may range from four weeks to 13 weeks. Some students will negotiate salary and other compensation during their time in the host organisation, while others may not.

Host organisations may be in New Zealand or overseas. As well as the duties assigned by the host organisation, the student will be required to participate weekly in an electronic discussion with other students in the class, and complete a reflective report at the end of the employment period on a set of research topics approved by the paper convenor.

This paper may only be credited towards the Bachelor of Electronic Commerce degree.

Convenor: Prof Bob McQueen
Internal assessment/Exam ratio: 1:0
Prerequisites: Five 100 level or above BECom papers

**MSYS221-07A (HAM), 07B (HAM)**

Electronic Commerce Overview
(Points: 20)

This paper is designed as a foundation for students wishing an overview of electronic commerce. This paper requires completion of the paper components of MSYS121 The World of Electronic Commerce, which includes a two-hour class and a two-hour practical computer workshop each week. In addition, students are required to undertake additional assessment (i.e. to what is required for MSYS121) focusing on specific aspects of electronic commerce.

This is a foundation paper in Electronic Commerce intended for students enrolled in the Graduate Diploma in Electronic Commerce, Graduate Diploma in Information Systems Management, or the Graduate Diploma in Supply Chain Management.

Convenor: Dr Stuart Dillon
Internal assessment/Exam ratio: 1:0
Restrictions: MSYS121
Organisations are increasingly adopting project management methods to achieve the high speed-to-market and the high customer satisfaction needed to survive and prosper in today’s competitive world. This paper introduces the basic principles related to the efficient and effective management of projects. Students who pass this paper should be able to conceive of, structure and schedule most types of organisational projects. Students from any academic discipline will find this paper valuable. Instruction is carried out through lectures, case studies, discussions, and assignments.

Convenor: AProf Paul Childerhouse
Internal assessment/Exam ratio: 1:0

Electronic Commerce Field Project

This paper links the practical experience of an industry placement with reflection on the issues facing users of these technologies. The student may be based in the host organisation during the paper, undertaking tasks and duties assigned by that organisation. The period in the host organisation may range from four weeks to 13 weeks. Some students will negotiate salary and other compensation during their time in the host organisation, while others may not.

Host organisations may be in New Zealand or overseas. As well as the duties assigned by the host organisation, the student will be required to complete a reflective report at the end of the employment period on a set of research topics approved by the paper convenor.

Convenor: Prof Bob McQueen
Internal assessment/Exam ratio: 1:0
Prerequisites: Four 200 level or above BECom papers
Note: This paper may only be counted towards the Bachelor of Electronic Commerce degree

Electronic Commerce Systems Infrastructure

Understand and gain hands-on experience with the components of the technology infrastructure needed, from a management perspective, for the development and operation of electronic commerce systems. This paper will be of interest to students wishing to gain both theory and hands-on practice experience with the technology needed to support EC systems.

Convenor: Prof Bob McQueen
Internal assessment/Exam ratio: 1:0
Prerequisites: MSYS212

Management Information Systems

This paper focuses on the management issues surrounding information technology, particularly the development and use of information systems in organisations. Information systems are at the centre of almost every business interaction, process and decision, and this paper has been designed to assist future managers in becoming knowledgeable participants in information systems development and decision making.

The objectives of the paper are:
1. To develop knowledge and skills in systems analysis for effective participation in information systems development projects.
2. To examine the challenges associated with managing information systems in modern organisations.

Convenor: Dr Hyung Jun Ahn
Internal assessment/Exam ratio: 1:0
Prerequisites: MSYS111 or MSYS212 or approved equivalent

Systems Implementation Management

Present the processes and tools needed to manage the installation and commissioning of major packaged software systems, such as Web-based electronic commerce, ERP, CRM and SCM. Project management of system installations, and managing the change process will be a major focus.

Convenors: Prof Gottfried Vossen, Dr Hyung Jun Ahn
Internal assessment/Exam ratio: 1:0
Prerequisites: MSYS212 or MSYS278

Electronic Business Startups

This paper introduces theory and practice involved with the development of electronic commerce based startup businesses, with a major focus and project involving the development of a business plan for a proposed new venture.

The paper will cover contemporary web business models and issues involving financial options and approaches, developing the venture management team, and managing the myriad aspects of conceptual design and technology prototype development.

Convenor: Not available at time of printing
Internal assessment/Exam ratio: 1:0
Prerequisites: MSYS212 or STMG391 or approved equivalents
Equivalents: MSYS357
**Decision Support Systems**  
(Points: 20)
In studying Decision Support Systems (DSS) the focus is on designing and implementing interactive, computer based information systems that couple the intellectual resources of individuals with computer capability, to provide up-to-date support for managerial decision making. It is not a programming paper. While there are some lectures, the emphasis is on learning by doing, both in and out of class. Internal assessment includes a group project on DSS development in which students are encouraged to identify and design systems that deal with real-life situations.

Convenor: AProf John Scott  
Internal assessment/Exam ratio: 1:0  
Prerequisites: MSYS111 or MSYS212

**Foundations of Operations Management**  
(Points: 20)
This paper addresses the operations of manufacturing and service organisations from a strategic and operational perspective. How can waiting lines be reduced or move faster? How should hotels or airlines price so as to maximize capacity? How are new services designed and introduced? Where should a new facility be located? How to plan production and inventory? These and other issues are covered using lectures, videos, case studies and practical examples.

Convenor: AProf Chuda Basnet  
Internal assessment/Exam ratio: 1:0  
Prerequisites: MSYS111 or approved equivalent

**Supply Chain Management**  
(Points: 20)
The goal of supply chain management (SCM) in an organisation is efficient and cost-effective provision of goods and services to its customers. This involves the purchasing, operation, and distribution and logistics functions. The paper takes a holistic, or systems, approach to SCM that integrates these functions. The enabling role played by information technology in the integration of these functions is emphasised. Instruction will be carried out through lectures, tutorials, assignments, and case discussions. In-class discussions are strongly encouraged.

Convenor: Dr Stefan Seuring-Stella  
Internal assessment/Exam ratio: 1:0  
Prerequisites: MSYS111 or approved equivalent

**Beyond the Management of Quality**  
(Points: 20)
In today’s competitive supply management environment, excellent management of an organisation’s quality is vital. This course is concerned with making the management of quality effective so that the relevant supply chain functions can enable the organisation to be competitive. The paper will cover: the quality system, the management system, and Six Sigma and the technical system. The paper places equal importance on the manufacturing and the service industries. The learning processes will involve: mini lectures, discussions, and the analysis of case studies.

Convenors: Dr Stefan Seuring-Stella, Prof Les Foulds  
Internal assessment/Exam ratio: 1:0  
Prerequisites: MSYS111 or approved equivalent  
Restrictions: MSYS580  
**Special Topic**  
(Points: 20)
Available only to students in the Waikato Management School with the approval of the Chairperson of the Department.

Convenor: Not available at time of printing  
Internal assessment/Exam ratio: 1:0

**Directed Study**  
(Points: 20)
Available only to students in the Waikato Management School with the approval of the Chairperson of the Department.

Convenor: Not available at time of printing  
Internal assessment/Exam ratio: 1:0

**Managerial Decision Making**  
(Points: 20)
At the very heart of activities performed by managers is decision making. In this paper you will study the process of decision making, in order to gain insight into making decisions when there are multiple, competing objectives in diverse environments. The paper shows students how decisions are made as well as how they can be made better. It comprises a mix of group discussions, lecturing, and in-class exercises.

Convenors: Prof Jim Corner, Dr Stuart Dillon  
Internal assessment/Exam ratio: 1:0  
Prerequisites: MSYS111 or approved equivalent

**E-Business Process Redesign**  
(Points: 20)
Business Process Change (BPC), meaning redesign of the enterprise processes, has taken on a new urgency following the advent of e-business. This paper focuses on the successful implementation of BPC methods within traditional and e-business environments. Students are involved in a major group-based case to diagnose and redesign processes that meet the changing needs of a real organisation.

Convenor: Dr Eric Deakins  
Internal assessment/Exam ratio: 1:0  
Prerequisites: MSYS351 or STMG391 or approved equivalent
**MSYS461-07B (HAM)**  
**Knowledge Management**  
(Points: 20)  
This paper presents the concepts, theories and technologies that underpin the theme of knowledge management in organisations. The principles of knowledge management, technologies for knowledge management and knowledge management systems implementation will constitute the major topics.  
Convenor: Dr Valerie Martin  
Internal assessment/Exam ratio: 1:0

**MSYS465-07A (HAM)**  
**Business Analysis and Consulting**  
This paper prepares students for the many facets and issues of business analysis and consulting they are likely to face upon joining a management consulting firm. It will be of value to those with a special interest in developing a career in management consulting.  
Convenor: Not available at time of printing  
Internal assessment/Exam ratio: 1:0  
Prerequisites: MSYS111 and 150 points at undergraduate level

**MSYS477-07A (HAM)**  
**Strategic Supply Chain Management**  
(Points: 20)  
This paper concentrates on the strategic role of supply chain management in modern organisations. Topics covered include; a review of how the discipline has evolved over the past twenty years, the importance inventory plays in obtaining an efficient flow of material, the commonly accepted goals of supply chain integration and the development of appropriate inter-business relationships, the bullwhip affect, supply chain management in a New Zealand context and the need for market orientation to maximize competitiveness. Supply chain management is relatively new, hence a large proportion of the teaching material and background reading comes from recent research articles as opposed to text books. Besides improving the understanding of the role of supply chain management in organisations, the objective of the paper is to enhance the numeric, computer, research, and communication skills of the students.  
Convenor: AProf Paul Childerhouse  
Internal assessment/Exam ratio: 1:0  
Prerequisites: MSYS376 or MSYS377 or at the discretion of the Chairperson of Department

**MSYS480-07S (HAM), 07A (HAM), 07B (HAM)**  
**Special Topic**  
(Points: 20)  
Available only to students in the Waikato Management School with the approval of the Chairperson of the Department.  
Convenor: Not available at time of printing  
Internal assessment/Exam ratio: 1:0

**MSYS499-07C (HAM), 07F (HAM), 07M (HAM), 07G (HAM)**  
**Report of an Investigation**  
(Points: 20)  
This project is required for the BMS, and is available only to BMS students. Details of the requirements for the project are provided in the 499 Paper Outline. Students should discuss a proposed topic with the department’s 499 coordinator, or with staff in their interest area who may also be able to help with Management Decision Making, Computer Based Information Systems or Operations Management topics.  
Admission is at the discretion of the Chairperson of the Department.  
Convenor: Not available at time of printing  
Internal assessment/Exam ratio: 1:0  
Prerequisites: All 100, 200 and 300 level BMS compulsory papers  
Restrictions: MSYS599

**MNGT501-07S (HAM)**  
**Research Methods in Management Studies**  
(Points: 30)  
This paper offers an introduction to research methods and methodology for postgraduate students, toward enabling participants to form the knowledge and develop the skills needed to carry out independent research. A desired outcome is that students completing the paper would be able to design and defend a research study plan and be able to write up a comprehensive and cohesive research proposal. This is a broad introduction in order to accommodate management backgrounds generally. An aim of the paper is also to ensure that the student may emerge prepared for other and more advanced discipline, methodology or paradigm specific research method papers.  
Convenor: Not available at time of printing  
Internal assessment/Exam ratio: 1:0  
Restrictions: All 200, 300 level courses except ECON544, MKTG507, MSYS551 and , TOMG506  
Note: This paper is limited to 32 students selected by the Course Convenor in order of application to enrol. Students are required to arrange a supervisor and identify a topic before enrolling in this paper.

**MSYS511-07B (HAM)**  
**Sustainable Organisational Learning in the Knowledge Economy**  
(Points: 30)  
How can organisations become dynamic learning organisations? This paper studies this interesting question as well as the successful use of new disciplines like systems thinking and knowledge management. The paper itself becomes a learning organisation with students creating a shared vision and designing their own assessments.  
Convenor: AProf John Scott  
Internal assessment/Exam ratio: 1:0  
Prerequisites: STMG391 or approved equivalent
Advanced Manufacturing Management

(Points: 30)

This paper examines how managers of manufacturing can deal with the natural tendencies of manufacturing systems to identify opportunities for improvement, new systems design, and the coordination of management policies.

Convenor: Prof Les Foulds
Internal assessment/Exam ratio: 1:0
Prerequisites: Admission is at the discretion of the Chairperson of Department

Management Systems Research

(Points: 30)

This paper introduces a broad range of approaches to management systems research, including both qualitative and quantitative research strategies. The philosophical foundations of the major research paradigms are reviewed, and the application of a variety of research designs within these paradigms is examined. The paper has two key aims. Firstly, students are encouraged to develop the conceptual and methodological resources needed to think and converse as researchers in organisations. Secondly, students develop a level of competence in at least one research design by developing a detailed research proposal in their field of interest.

Convenor: Dr Valerie Martin
Internal assessment/Exam ratio: 1:0
Prerequisites: Admission is at the discretion of the Chairperson of Department

Strategic Information Systems

(Points: 30)

Questions concerning the use of Information Systems (IS) in organisations are discussed in lecture, case discussion and seminar formats, from both applied and research perspectives. Students investigate one area of research into organisational use of information technology, and undertake an IS review on behalf of a real organisation.

Convenor: Dr Eric Deakins
Internal assessment/Exam ratio: 1:0
Prerequisites: MSYS351 or approved equivalent

E-Business Technologies

(Points: 30)

This paper looks at the use of emerging information technologies to manage information flows and business processes in the e-business environment. The paper will consider how information technology plays a significant role in enabling changes in organisational form, processes and work practices. The objectives of the paper are:

1. To understand how recent developments in information technology have created new ways to electronically transact business and manage organisations.
2. To critically reflect on the implications of these new information technologies and systems for the structure and operation of modern organisations.

Convenors: Dr Hyung Jun Ahn, Dr Stuart Dillon
Internal assessment/Exam ratio: 1:0
Prerequisites: MSYS351 or approved equivalent

Advanced Supply Chain Management

(Points: 30)

In today’s competitive supply chain management environment, excellent and sustainable management of an organisation’s operations is vital. This course is concerned with making the procurement, operations and customer-facing activities effective so that the supply chain functions can enable the organisation to be competitive. The course is a treatment, at an advanced level, of a selection of topics in supply chain management. These topics include: service operations management, the theory of constraints, production operations management, and supply chain management in small companies. The learning processes will involve: lectures, discussions, analysis of cases, and assignments.

Convenor: AProf Chuda Basnet
Internal assessment/Exam ratio: 1:0
Prerequisites: MSYS376 or MSYS377 or approved equivalent

E-Enabled Agile Supply Chains

(Points: 30)

Agility is at the cutting edge of supply chain management and is a leading strategy to compete in today’s highly volatile global marketplace. Agility in a supply chain context will be fully explored. This paper will also examine how e-commerce and advanced information systems enable increased supply chain competitiveness. The approaches to configuring supply chains to offer high degrees of customisation will be reviewed in line with the need to align strategy with market segment.

Convenors: Dr Hyung Jun Ahn, Dr Stefan Seuring-Stella
Internal assessment/Exam ratio: 1:0
Prerequisites: MSYS376 or MSYS377 or MSYS455 or MSYS477 or MSYS576

Directed Study

(Points: 30)

Available only to students in the Waikato Management School with the approval of the Chairperson of the Department.

Convenor: Not available at time of printing
Internal assessment/Exam ratio: 1:0
Management Systems

**MSYS591-07C (HAM)**

**Management Systems Dissertation**

(Points: 30)

Students are encouraged to complete a research methods paper (MSYS551 or approved equivalent) before commencing this paper.

Convenor: Not available at time of printing

Internal assessment/Exam ratio: 1:0

Prerequisites: MSYS551 or equivalent

**MSYS592-07C (HAM)**

**Management Systems Dissertation**

(Points: 60)

Students must have completed a research methods paper (MSYS551 or approved equivalent) before commencing this paper.

Convenor: Not available at time of printing

Internal assessment/Exam ratio: 1:0

Prerequisites: MSYS551 or equivalent

**MSYS593-07C (HAM)**

**Management Systems Thesis**

(Points: 90)

Convenor: Not available at time of printing

Internal assessment/Exam ratio: 1:0

Prerequisites: MSYS551 or equivalent

**MSYS594-07C (HAM)**

**Management Systems Thesis**

(Points: 120)

Students must have completed a research methods paper (MSYS551 or approved equivalent) before commencing this paper.

Convenor: Not available at time of printing

Internal assessment/Exam ratio: 1:0

Prerequisites: MSYS551 or equivalent

**MSYS599-07C (HAM), 07F (HAM), 07M (HAM), 07G (HAM)**

**Report of an Investigation**

(Points: 30)

This project is required for the BMS, and is available only to BMS students. Details of the requirements for the project are provided in the 599 Paper Outline. Students should discuss a proposed topic with the department's 599 co-ordinator, or with staff in their interest area who may also be able to help with Management Decision Making, Computer Based Information Systems or Operations Management topics. Admission is at the discretion of the Chairperson of the Department.

Convenor: Not available at time of printing

Internal assessment/Exam ratio: 1:0

Prerequisites: All 100, 200 and 300 level BMS compulsory papers

Restrictions: MSYS499
What is Manufacturing Management?

Many groups, including manufacturers and government agencies, have identified an urgent need for improved understanding of the design, innovation, and sustainability of manufacturing management (MM) practices. MM includes the philosophies, strategies, and techniques that enable manufacturers to achieve low costs, customer focus, flexibility, and improved productivity. MM often involves operational processes, design, waste reduction, continuous improvement, leadership, planning, technology transfer, information systems, quality, human resources, change management, and benchmarking.

Students of MM learn how to manage manufacturing processes in order to gain competitive advantage and organisation-wide excellence by focusing on customer value.

This subject is offered through the Department of Management Systems as a major in the BMS and as a graduate diploma.

Contacts for the Department of Management Systems

Professor Jim Corner
MS8.06 ext. 4563 jcorner@waikato.ac.nz

Jan Stevenson – Department Administrator
MS8.01 ext.4561 jansteve@waikato.ac.nz
## Available Papers in 2007

<table>
<thead>
<tr>
<th>Level</th>
<th>Paper</th>
<th>Semester</th>
<th>Description</th>
<th>ManMgt major for the BMS and BMS(Hons)</th>
<th>GradCertManMgt</th>
<th>GradDipManMgt</th>
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<tr>
<td>2</td>
<td>MSYS278</td>
<td>A</td>
<td>Project Management</td>
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<td>ENGG201</td>
<td>A</td>
<td>Introduction to Engineering for Manufacturing</td>
<td>✔</td>
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<td>3</td>
<td>MSYS358</td>
<td>A</td>
<td>Systems Implementation Management</td>
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<td>A</td>
<td>Statistics for Quality Improvement</td>
<td>✔</td>
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<tr>
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<td>MSYS413</td>
<td>B</td>
<td>Foundations of Manufacturing Management</td>
<td>✔</td>
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<td></td>
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<td>Managerial Decision Making</td>
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<td>E-Business Process Redesign</td>
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<td></td>
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<td>E-Enabled Agile Supply Chains</td>
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### Qualification and Specific Subject Requirements

#### Bachelor of Management Studies (BMS)

**Manufacturing Management**

120 points (at least 6 papers) above Level 100, of which 60 points (at least 3 papers) must be above Level 200, and of which 40 points (at least 2 papers) must be above Level 300.

The following papers are compulsory:

- ENGG201 Introduction to Engineering for Manufacturing
- MSYS379 Beyond the Management of Quality
- MSYS413 Foundations of Manufacturing Management

And at least 20 points in materials and process engineering (ENMP) papers.

And if required students may also select papers from the following list of electives:

- MSYS278 Project Management
- MSYS358 Systems Implementation Management
- MSYS376 Foundations of Operations Management
- MSYS377 Supply Chain Management
- MSYS435 Managerial Decision Making
- MSYS455 E-Business Process Redesign
- MSYS477 Strategic Supply Chain Management
- STAT352 Statistics for Quality Improvement

#### Bachelor of Management Studies (Honours) (BMS(Hons))

**Manufacturing Management**

In addition to the listed compulsory papers for the manufacturing management major for the BMS, the following paper is also compulsory:

- MSYS512 Advanced Manufacturing Management

And two other papers from the listed elective papers for the BMS manufacturing management major and/or the following list of electives:

- MSYS576 Advanced Supply Chain Management
- MSYS577 Agile Supply Chain Management
- MSYS551 Management Systems Research
- MSYS599 Report of an Investigation

**Note:** The offering of this major is subject to NZVCC CUAP approval. Subject to this approval this major will be available from 1 January 2007.
Graduate Certificate in Manufacturing Management (GradCertManMgt)

**Requirements**
- 60 points at Level 100 or above, of which 40 points must be at Level 300 or above.
- 20 points may be taken from outside the subject with the permission of the department’s Graduate Convenor.
- Students are required to meet with the department’s Graduate Convenor to discuss their particular programme, possible compulsory papers, and pathway to the Graduate Diploma.

Graduate Diploma in Manufacturing Management (GradDipManMgt)

**Regulations**
- 120 points above Level 100, of which 80 points must be above Level 200.
- The following papers are compulsory:
  - ENGG201 Introduction to Engineering for Manufacturing
  - MSYS379 Beyond the Management of Quality
  - MSYS413 Foundations of Manufacturing Management
- and at least 20 points in materials and process engineering (ENMP) papers.
- and if required students may also select papers, to meet the requirements for the qualification, from the following list of electives:
  - MSYS278 Project Management
  - MSYS358 Systems Implementation Management
  - MSYS376 Foundations of Operations Management
  - MSYS377 Supply Chain Management
  - MSYS435 Managerial Decision Making
  - MSYS455 E-Business Process Redesign
  - MSYS477 Strategic Supply Chain Management
  - STAT352 Statistics for Quality Improvement

**Note:** The offering of this qualification is subject to NZVCC CUAP approval. Subject to this approval this qualification will be available from 1 January 2007.

Master of Philosophy and Doctor of Philosophy

Contact the department’s Graduate Convenor
PhD Supervisors

We are always pleased to consider applications for PhD theses from people with appropriate qualifications. Our qualification convenor is Associate Professor Chuda Basnet. Supervisory committees appropriate for each proposed topic will be facilitated in consultation with Chuda.

Staff in Management Systems have experience in supervising research across all paradigms: qualitative, quantitative, and critical. Below are our staff and their areas of research.

Dr Hyung Jun Ahn’s main research interests include intelligent and advanced information technologies that are used for solving business and management problems. He has recently focused on intelligent agent systems and advanced web technologies such as Semantic Web and Web services which are believed to have great potential for the second wave of e-business revolution. The target application areas of his research involve supply chain management, knowledge management, and product recommendation in online shopping malls.

Associate Professor Chuda Basnet’s work is mainly in the area of manufacturing systems modelling and supply chain management. He has also published research papers in engineering optimisation, quality engineering, vehicle routing, and empirical production management. He has supervised research in the production management area. His primary orientation is in the quantitative research methodology.

Dr Paul Childerhouse’s main research interests are supply chain management and logistics management. He has undertaken research in the automotive, aerospace and construction sectors to investigate how supply chains can become fully integrated and market-orientated. He has a preference for case-based research but is well versed in a variety of research methods.

Professor Jim Corner has specialised in the area of decision making with a specific emphasis on multi-attribute/multi-objective decision making, decision analysis, decision support systems and descriptive decision making in a managerial context. Topics researched by his current PhD students include environmental policy and decision making, the impact of questioning in knowledge transfer, and competitive advantage in techno-savvy organisations. He is well versed in the variety of research methods available.

Dr Eric Deakins’ main research interests are in the areas of business information systems and processes, electronic business/government and supply chain management. A range of topics include information systems alignment; supply chain integration; dot.com innovation management and e-government sophistication metrics. He is well versed in a number of research methods.

Professor Les Foulds has had a distinguished research record for over 30 years in manufacturing management, management science, and operations research. His research, via both quantitative and qualitative methodologies, is in the areas of facilities planning, scheduling, and machine cell formation for group technology. He develops decision support systems in these areas within the dairy, transport, and manufacturing industries.

Professor Bob McQueen’s research interests include groupware, knowledge management, electronic commerce and machine learning. He has successfully supervised PhD students in the areas of industrial computing languages, end user computing satisfaction, groupware and process improvement, and agreement in computer mediated groups. Current PhD students are looking at the impact of IT on Māori organisations, groupware supported industrial training, ethics in electronic commerce, and IT supported tacit knowledge building.

Dr Valerie Martin’s research interests include the nature of information and knowledge and the way they are used in organisations. She has undertaken a number of successful research projects within both small and large companies in the areas of supply chain relationships, the IS/user gap, IS and organisational culture, and knowledge management.

Associate Professor John Scott has a range of research interests including decision support, management science, and experiential learning. Current research includes learning processes for individuals and organisations, qualitative modelling, the use of diagrams and pictures in problem-solving, the use of reflection in learning, and more creative performance measurement. He is familiar with qualitative and quantitative research methodologies.

Dr Stefan Seuring-Stella’s main focus is on research in supply chain management. His particular fields of interest are sustainable supply chain management and the application of management accounting techniques in supply chains. He has cooperated with, for example, the automotive, the chemical, and the textile industries. While he mainly uses case and action research, a range of other research methods have also been employed, depending on the problem studies.

Paper Details for 2007

For descriptions of papers please refer to the relevant area of study.

Management Systems (MSYS) papers

For details of engineering, and materials and process engineering papers, please contact the School of Science and Engineering.

For details of statistics papers, please contact the School of Computing and Mathematical Sciences.
What is Marketing?
Marketing is all around us. We experience it in many aspects of our daily lives – in the goods we buy, the services we use, the websites we access, the stores we shop at, the magazines we read, and our leisure and travel activities. Increasingly marketing is also being applied in the public and non-profit sectors. Marketing is more than just selling or advertising. It involves creating and delivering value for customers through product development and management, pricing, market research, advertising, sales promotion, distribution, and relationship management.
Marketing is available as a major for the BMS, BMS(Hons), BECom and the BCS.

Contacts for Marketing

Undergraduate Convenor
Dr Ron Garland – Undergraduate and BCS Marketing Major Advisor
MSB4.17 ext 7963 rgarland@waikato.ac.nz

Graduate Convenors
Dr Carolyn Costley – Graduate Certificate, Diploma and Postgraduate Diploma Advisor
MSB4.16 ext 8648 ccostley@waikato.ac.nz
Dr Lorraine Friend – MMS Advisor
MSB4.14 ext 8982 lfriend@waikato.ac.nz
Professor Richard Varey – PhD Advisor
MSB4.19 ext 4617 rvarey@waikato.ac.nz
# Available Papers in 2007

| Level | Paper | Semester | Description | Marketing major for the BMS and BCS (Hons) | Marketing major for the BCS (Hons) | Marketing major for the BECom | GradCertMrkt | PGDipMrkt | PGCertMrkt | MMS |
|-------|-------|----------|-------------|------------------------------------------|---------------------------------|-----------------|--------------|--------|---------|--------|-----|
| 2     | MKTG209 | S A B | Principles of Marketing and International Management | ✔   | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ |
|       | MKTG251 | S A B | Marketing Strategy | ✔   | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ |
|       | COMP224 | A | Computer Graphic Design | ✔   | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ |
|       | COMP233 | B | Internet Applications | ✔   | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ |
|       | MCOM233 | A | Public Relations Practices | ✔   | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ |
|       | MCOM235 | B | Media and Public Relations | ✔   | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ |
|       | MCOM237 | A | Advertising Communication and Creativity | ✔   | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ |
| 3     | MKTG351 | S A B | Marketing Strategy | ✔   | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ |
|       | MKTG352 | A B | Market Research | ✔   | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ |
|       | MKTG354 | A | Marketing of Services | ✔   | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ |
|       | MKTG355 | A B | Consumer Behaviour | ✔   | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ |
|       | MKTG356 | A | Sport Marketing | ✔   | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ |
|       | MKTG360 | B | Special Topic: Retail Management | ✔   | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ |
|       | MKTG390 | S Y | Directed Study | ✔   | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ |
|       | MKTG399 | B | Marketing Communication Investigation | ✔   | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ |
|       | MCOM332 | A | Professional and Public Relations Writing | ✔   | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ |
|       | MCOM333 | B | Public Relations Campaigns | ✔   | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ |
|       | MCOM334 | B | Public Relations Cases | ✔   | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ |
|       | MCOM337 | B | Advertising, Branding and Identity.com | ✔   | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ |
|       | MCOM392 | B | Managing Organisational Communication | ✔   | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ |
|       | MCOM398 | A | Careers and Communication Consulting Methods | ✔   | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ |
|       | STMG311 | A | The International Business Environment | ✔   | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ |
| 4     | MKTG451 | B | Applied Marketing Strategy | ✔   | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ |
|       | MKTG452 | A | Advertising and Promotional Strategy | ✔   | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ |
|       | MKTG453 | B | International Marketing | ✔   | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ |
|       | MKTG454 | A | Marketing of Services | ✔   | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ |
|       | MKTG455 | A B | Consumer Behaviour | ✔   | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ |
|       | MKTG458 | A | Relationship Marketing | ✔   | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ |
|       | MKTG459 | B | Professional Selling | ✔   | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ |
|       | MKTG471 | A | Strategic Brand Management | ✔   | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ |
|       | MKTG472 | B | Creativity and Innovation | ✔   | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ |
|       | MKTG490 | SCYAB | Directed Study | ✔   | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ |
|       | MCOM431 | B | Negotiation and Persuasion | ✔   | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ |
|       | MCOM432 | A | Professional and Public Relations Writing | ✔   | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ |
|       | MCOM434 | B | Public Relations Cases | ✔   | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ |
|       | MCOM476 | A | Communicating Across Cultures | ✔   | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ |
| 5     | MKTG507 | A | The Research Process: Marketing and International Management | ✔   | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ |
|       | MKTG541 | A | Directed Study in Marketing Strategy | ✔   | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ |
|       | MKTG542 | A | Directed Study in Market Research | ✔   | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ |
|       | MKTG545 | A | Directed Study in Consumer Behaviour | ✔   | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ |
### Marketing

<table>
<thead>
<tr>
<th>Level</th>
<th>Paper</th>
<th>Semester</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MKTG551</td>
<td>A</td>
<td>Developments in Marketing Strategy</td>
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<tr>
<td></td>
<td>MKTG552</td>
<td>B</td>
<td>Advanced Advertising Strategy</td>
</tr>
<tr>
<td></td>
<td>MKTG553</td>
<td>A</td>
<td>International Marketing</td>
</tr>
<tr>
<td></td>
<td>MKTG554</td>
<td>B</td>
<td>Service Marketing</td>
</tr>
<tr>
<td></td>
<td>MKTG555</td>
<td>B</td>
<td>Consumer Behaviour</td>
</tr>
<tr>
<td></td>
<td>MKTG556</td>
<td>B</td>
<td>Marketing Through the Sports Media</td>
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<tr>
<td></td>
<td>MKTG590</td>
<td>SCYAB</td>
<td>Directed Study</td>
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<td></td>
<td>MKTG591</td>
<td>C</td>
<td>Marketing Dissertation</td>
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<td>C</td>
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<td></td>
<td>MKTG593</td>
<td>C</td>
<td>Marketing Thesis</td>
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<tr>
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<td>MKTG594</td>
<td>C</td>
<td>Marketing Thesis</td>
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*Note: Level 500 papers may only be taken by students enrolled in the BMS(Hons).*

### Qualification and Specific Subject Requirements

#### Bachelor of Management Studies (BMS)

**Marketing**

120 points (at least 6 papers) above Level 100, of which 60 points (at least 3 papers) must be above Level 200, and of which 40 points (at least 2 papers) must be above Level 300, and which, for honours students only, must include at least 30 points at Level 500.

The following papers are compulsory:
- MKTG251 Marketing Strategy
- MKTG352 Market Research

and a further 80 points in marketing papers to meet the requirements for the major.

**Note:** MCOM237 Advertising Communication and Creativity may also be included in this major as an elective.

#### Bachelor of Electronic Commerce (BECom)

**Marketing and Communication**

120 points above Level 100, of which 60 points must be above Level 200.

The following papers are compulsory:
- MCOM337 Advertising, Branding and Identity.com
- MKTG251 Marketing Strategy

and either COMP224 Computer Graphic Design or COMP233 Internet Applications

and 20 points from the following list of electives:
- MCOM233 Public Relations Practices
- MCOM235 Media and Public Relations
- MCOM237 Advertising Communication and Creativity
- MKTG232 Electronic Commerce and Marketing

and 20 points from the following list of electives:
- MKTG333 Electronic Retailing
- MKTG354 Marketing of Services
- MKTG355 Consumer Behaviour
- MKTG451 Applied Marketing Strategy
- MKTG452 Advertising and Promotional Strategy
- MKTG458 Relationship Marketing

and 20 points from the following list of electives:
- MCOM332 Professional and Public Relations Writing
- MCOM333 Public Relations Campaigns
### Bachelor of Communication Studies (BCS)

**Marketing**

120 points above Level 100, of which 60 points must be above Level 200.

The following papers are compulsory:
- MKTG209 Principles of Marketing and International Management
- MKTG251 Marketing Strategy
- MKTG355 Consumer Behaviour

and either MCOM398 Careers and Communication Consulting Methods or MKTG352 Market Research

and a further 40 points, to meet the requirements for the major, from the following list of electives:
- MCOM237 Public Relations Advertising Practice
- MCOM337 Advertising, Branding and Identity.com
- MCOM398 Careers and Communication Consulting Methods
- MKTG352 Market Research
- MKTG354 Marketing of Services
- MKTG356 Sport Marketing
- MKTG360 Special Topic: Retail Management
- MKTG399 Marketing Communication Investigation (only available to students taking two Waikato Management School majors)
- STMG311 The International Business Environment
- MKTG451 Applied Marketing Strategy
- MKTG452 Advertising and Promotional Strategy
- MKTG458 Relationship Marketing
- MKTG459 Professional Selling
- MKTG471 Strategic Brand Management

**Note:** MKTG151 Introduction to Marketing and International Management is not available to BCS students.

### Bachelor of Communication Studies with Honours (BCS(Hons))

**Marketing**

120 points at Level 500

At least 60 points from the following list of electives:
- MKTG507 The Research Process: Marketing and International Management
- MKTG551 Developments in Marketing Strategy
- MKTG552 Advanced Advertising Strategy
- MKTG553 International Marketing
- MKTG554 Services Marketing
- MKTG555 Consumer Behaviour

and up to a further 60 points in Level 500 marketing papers.

### Graduate Certificate in Marketing (GradCertMrkt)

**Requirements**

60 points at Level 100 or above, of which 40 points must be at Level 300 or above.

20 points may be taken from outside the subject with the permission of the department’s Graduate Convenor.

Students are required to meet with the department’s Graduate Convenor to discuss their particular programme, possible compulsory papers, and pathway to the Graduate Diploma.

### Graduate Diploma in Marketing (GradDipMrkt)

**Requirements**

120 points above Level 100, of which 80 points must be above Level 200.

The following papers are compulsory:
- MKTG209 Principles of Marketing and International Management
- MKTG351 Marketing Strategy
and a further 80 points in marketing papers to meet the requirements for the qualification.

40 points may be taken from outside the subject with the permission of the department’s Graduate Convenor.

**Postgraduate Certificate in Marketing (PGCertMrkt)**

**Requirements**
- 60 points at Level 500.
- 20 points may be taken from outside the subject with the permission of the department’s Graduate Convenor.
- Students are required to meet with the department’s Graduate Convenor to discuss their particular programme, possible compulsory papers, and pathway to the Postgraduate Diploma.

**Postgraduate Diploma in Marketing (PGDipMrkt)**

**Requirements**
- 120 points at Level 500.
- 30 points may be taken from outside the subject with the permission of the department’s Graduate Convenor.
- Students should meet with the department’s Graduate Convenor to select an appropriate programme of study for their situation.

**Master of Management Studies (MMS)**

**Marketing**
- 120 points at Level 500.
- Candidates will normally be required to present a dissertation (30 or 60 points) or thesis (90 or 120 points), and a research methodology paper, unless passed previously, normally all within the major subject area.

**Master of Philosophy and Doctor of Philosophy**

Contact the department’s Graduate Convenor

**PhD Supervisors**

The following list contains information about the Department of Marketing faculty who are qualified to supervise in the marketing subject area.

**Dr Roger Brooksbank** has a background as a small business marketing practitioner. This is reflected in his main areas of research interests which include all aspects of marketing competitiveness and marketing strategy within small and medium sized enterprises.

**Dr Carolyn Costley**’s research interests centre on consumer behaviour, particularly consumers’ responses to advertising. On the advertising side, she studies ad execution factors including visual/audio mode and the use of humour. Consumer responses of interest include emotional and cognitive responses and memory. Strategically, she is interested in the relationship between consumers’ responses to ad executions and the brand images created as well as consumers’ short and long-term brand preferences.

**Dr Mary FitzPatrick**’s research explores interactions between the consumers and providers of services, in particular the experience and construction of relationships within service contexts. She has practical experience in the health care industry and a strong research interest in relational aspects of the patient-practitioner relationship. Her research approach is qualitative, drawing on social constructionism, relationality, and gender.

**Dr Lorraine Friend**’s research examines consumer satisfaction and dissatisfaction, and memory-work methodology. Lorraine’s broader research interests include services and social issues in marketing. Her research is qualitative, drawing upon interpretive and critical perspectives.

**Dr Ron Garland** has a background in market research and research interests in all aspects of services marketing, with particular emphases on financial services, retailing and the marketing of sport.

**Dr Scott Koslow**’s research focuses on how advertising is created by agencies and clients, and how advertising is interpreted and understood by consumers. Therefore, his research covers areas such as creativity, brand management, consumer information processing, and advertising effectiveness. Dr Koslow draws on psychological, sociological, and linguistic theory in developing his research. Dr Koslow also has a strong marketing research methods background and he comes from the measurement/psychometrics approach to statistics.

**Professor Harald van Heerde**’s research interests include decomposing sales promotion effects, pre-post promotion dips, price elasticities, dynamic effects of marketing on brands and markets, and nonparametric regression, and Bayesian (dynamic) models. His major fields are econometric models for measuring marketing mix effects, sales promotions, micro-marketing, store-level scanner data, nonparametric models, lead and lagged effects, Bayesian data analysis, and dynamic linear models.

**Professor Richard Varey** investigates participatory and ethical systems of managed interaction and communication. Currently he is studying the role of marketing in society from the point of view of marketing as a social interaction system, and the moral philosophy and political economy of market systems. He is particularly curious about social well-being, internal marketing, relationship marketing, and marketing communication principles and practices.

**Adjunct Supervisor**

**Dr Ed Weymes**’ research interests include peak performing and high performance organisations, relationship marketing and management education. Dr Weymes has been involved in a significant research programme that explored the factors that contribute to sustained competitive advantage in a number of organisations. This research builds on his earlier research that examined the interrelationship of quality management, customer service and strategic marketing.
Paper Details for 2007

For descriptions of papers please refer to the relevant area of study.

Management Communication (MCOM) papers
Strategic Management (STMG) papers

**MKTG151-07S (HAM), 07A (HAM), 07B (HAM)**

**Introduction to Marketing and International Management**
(Points: 15)
Marketing affects many aspects of our lives. This paper introduces the study of marketing by discussing key marketing concepts, including international aspects that impact our experiences as consumers of goods and services. Tutorial work gives you the opportunity to begin to apply your knowledge to actual situations.

For Semester 07A (HAM) and 07B (HAM)
Convenor: Dr Mary FitzPatrick
Internal assessment/Exam ratio: 1:1

For Semester 07S (HAM)
Convenor: Dr Mary FitzPatrick
Internal assessment/Exam ratio: 1:0
Equivalents: MINT151
Restrictions: MKTG151-07S is limited to 40 students. This paper is not available to students enrolled in the BCS marketing major.

**MKTG209-07S (HAM), 07A (HAM), 07B (HAM)**

**Principles of Marketing and International Management**
(Points: 20)
An introduction to the principles of marketing and international management. This paper is designed as a foundation paper for non BMS students and Waikato Management School graduate diploma students. This paper is taught in conjunction with MKTG151 Introduction to Marketing and International Management.

Convenor: Dr Mary FitzPatrick
Internal assessment/Exam ratio: 1:1
Equivalents: MINT209
Restrictions: MINT151 and MKTG209
Note: This paper is not available to students enrolled in the BMS or BCom degrees.

**COMP224-07A (HAM)**

**Computer Graphic Design**
(Points: 20)
Please contact the School of Computing and Mathematical Sciences for further details about this paper.
Convenor: Not available at time of printing
Internal assessment/Exam ratio: 1:0

**COMP233-07B (HAM)**

**Internet Applications**
(Points: 20)
Please contact the School of Computing and Mathematical Sciences for further details about this paper.
Convenor: Not available at time of printing
Internal assessment/Exam ratio: 2:1

**MKTG251-07S (HAM), 07A (HAM), 07B (HAM)**

**Marketing Strategy**
(Points: 20)
Based on the key concepts of differentiation and competitive positioning this paper focuses on analysing a company's marketing situation, formulating a winning marketing strategy, and translating it into action in the marketplace. It also addresses some of the practical aspects of developing a marketing plan, and the on-going process of marketing planning, performance measurement and control. Extensive use is made of case studies.

For Semester 07B (HAM)
Convenor: AProf Roger Brooksbank
Internal assessment/Exam ratio: 1:1

For Semester 07S (HAM)
Convenor: Not available at time of printing
Internal assessment/Exam ratio: 1:1
Prerequisites: MKTG151 or MINT151 or MINT209 or MKTG209
Equivalents: MINT271
Restrictions: MINT351 and MKTG351

**MKTG351-07S (HAM), 07A (HAM), 07B (HAM)**

**Marketing Strategy**
(Points: 20)
Based on the key concepts of differentiation and competitive positioning this paper focuses on analysing a company's marketing situation, formulating a winning marketing strategy, and translating it into action in the marketplace. It also addresses some of the practical aspects of developing a marketing plan, and the on-going process of marketing planning, performance measurement and control. Extensive use is made of case studies.

For Semester 07B (HAM)
Convenor: AProf Roger Brooksbank
Internal assessment/Exam ratio: 1:1

For Semester 07S (HAM)
Convenor: Not available at time of printing
Internal assessment/Exam ratio: 1:1
Prerequisites: MKTG209 or MINT209
Equivalents: MINT351
Restrictions: MINT271 and MKTG251

**Note:** This paper is not available for students enrolled in the BMS or BCom.

**MKTG352-07A (HAM), 07B (HAM)**

**Market Research**
(Points: 20)
The emphasis of this paper will be on developing analytical and logical skills required to undertake effective marketing research. This paper will provide skills to translate conceptual understanding into specific operational plans – a skill in increasing demand in organisations today. This will involve learning how to prepare questionnaires, the effective use of focus groups to obtain consumer perceptions and attitudes, and the skills required to analyse quantitative and qualitative data. ‘Learning by doing’ is a major feature of this paper.

Convenor: Not available at time of printing
Internal assessment/Exam ratio: 2:1
Prerequisites: MKTG151 or MINT151 or MKTG209 or MINT209
Equivalents: MINT352
### MKTG354-07A (HAM), 07A (TGA)

**Marketing of Services**  
(Points: 20)  
An introduction to the marketing of services, designed to offer a sound base of theory and the opportunity to practice applying this knowledge to real-life service interactions.  
Convenor: Dr Mary FitzPatrick  
Internal assessment/Exam ratio: 2:1  
Prerequisites: MKTG151 or MINT151 or MKTG209 or MINT209 or MINT232  
Equivalents: MINT354  
Restrictions: MINT454 and MKTG454

### MKTG355-07A (HAM), 07B (HAM), 07B (TGA)

**Consumer Behaviour**  
(Points: 20)  
This paper examines how and why consumers acquire, use, and dispose of goods, services, and ideas, with special attention to marketing, advertising, and public policy applications.  
**For Semester 07A (HAM)**  
Convenor: AProf Ron Garland  
Internal assessment/Exam ratio: 2:1  
**For Semester 07B (HAM) and 07B (TGA)**  
Convenor: Not available at time of printing  
Internal assessment/Exam ratio: 2:1  
Prerequisites: MKTG151 or MINT151 or MKTG209 or MINT209  
Equivalents: MINT355  
Restrictions: MINT454 and MKTG455

### MKTG356-07A (HAM), 07A (TGA)

**Sport Marketing**  
(Points: 20)  
A study of marketing elements as they apply to the marketing of sport.  
Convenor: AProf Ron Garland  
Internal assessment/Exam ratio: 2:1  
Prerequisites: MKTG151 or MKTG209 or SPLS201

### MKTG360-07B (HAM)

**Special Topic: Retail Management**  
(Points: 20)  
An exploration of retail marketing and management, this paper introduces key retail marketing principles and trends of both consumer products and services.  
Convenor: Dr Mary FitzPatrick  
Internal assessment/Exam ratio: 2:1  
Prerequisites: MKTG151 or MKTG209

### MKTG390-07S (HAM), 07Y (HAM)

**Directed Study**  
(Points: 20)  
This paper is available only to Waikato Management School students with the approval of the chairperson of the department.  
Convenor: Not available at time of printing  
Internal assessment/Exam ratio: 1:0  
Equivalents: MINT390  
Note: Students are required to identify a topic and arrange a supervisor before enrolling in this paper.

### MKTG399-07B (HAM)

**Marketing Communication Investigation**  
(Points: 20)  
A directed investigation of an organisation’s marketing communication issue is available. This paper is only available to BCS students taking a double major combining marketing with either the management communication or public relations major.  
Convenor: Prof Richard Varey  
Internal assessment/Exam ratio: 1:0  
Prerequisites: MCOM398 or MKTG352  
Equivalents: MINT399 and MCOM399  
Restrictions: MCOM399

### MKTG451-07B (HAM)

**Applied Marketing Strategy**  
(Points: 20)  
This paper focuses on the development and application of strategic marketing concepts. Students examine marketing mistakes and participate in an advanced strategy simulation, BRANDMAPS, which develops the skills necessary to become a successful marketer.  
Convenor: AProf David Taylor  
Internal assessment/Exam ratio: 1:0  
Prerequisites: MKTG251 or MINT271 or MKTG351 or MINT351  
Equivalents: MINT451  
Note: Enrolment in this paper is limited to 50 students.

### MKTG452-07A (HAM)

**Advertising and Promotional Strategy**  
(Points: 20)  
This paper provides an understanding of the promotional process from a management perspective, including creative strategy and execution, media strategy and the role of promotion in society.  
Convenor: AProf Scott Koslow  
Internal assessment/Exam ratio: 1:1  
Prerequisites: MKTG251 or MINT271 or MKTG351 or MINT351  
Equivalents: MINT452

### MKTG453-07B (HAM), 07B (TGA)

**International Marketing**  
(Points: 20)  
The unique characteristics of the international environment present a challenge to the marketer’s skills. This paper examines a wide range of issues facing organisations involved in international marketing activities.  
Convenor: Mr Mark Kilgour  
Internal assessment/Exam ratio: 2:1  
Prerequisites: MKTG251 or MINT271 or MKTG351 or MINT351  
Equivalents: MINT453
MKTG454-07A (HAM), 07A (TGA)
Marketing of Services
(Points: 20)
An introduction to the marketing of services, designed to offer a sound base of theory and
the opportunity to practice applying this knowledge to real-life service interactions.
Convenor: Dr Mary FitzPatrick
Internal assessment/Exam ratio: 2:1
Prerequisites: MKTG251 or MINT271 or MKTG351 or MINT351
Equivalents: MINT454
Restrictions: MINT354 and MKTG354

MKTG455-07A (HAM), 07B (HAM), 07B (TGA)
Consumer Behaviour
(Points: 20)
This paper examines how and why consumers acquire, use, and dispose of goods, services,
and ideas, with special attention to marketing, advertising, and public policy applications.
For Semester 07A (HAM)
Convenor: AProf Ron Garland
Internal assessment/Exam ratio: 2:1
For Semester 07B (HAM) and 07B (TGA)
Convenor: Not available at time of printing
Internal assessment/Exam ratio: 2:1
Prerequisites: MKTG151 or MINT151 or MKTG209 or MINT209
Equivalents: MINT455
Restrictions: MINT355 and MKTG355

MKTG458-07A (HAM)
Relationship Marketing
(Points: 20)
This paper introduces principles and practices of relationship marketing and critical insights
into issues in managing customer relationships.
Convenor: Not available at time of printing
Internal assessment/Exam ratio: 1:0
Prerequisites: MKTG151 or MKTG209 or MINT151 or MINT209 or
MINT232
Equivalents: MINT458

MKTG459-07B (HAM), 07B (TGA)
Professional Selling
(Points: 20)
In the modern business world, the successful salesperson needs to be more customer oriented,
knowledgeable, and skilled than ever before. This paper is concerned with developing abilities
in these areas, together with an understanding of how the theory translates into practice.
Convenor: AProf Roger Brooksbank
Internal assessment/Exam ratio: 1:1
Prerequisites: MKTG251 or MKTG351 or MINT271 or MINT351
Equivalents: MINT459

MKTG471-07A (HAM), 07A (TGA)
Strategic Brand Management
(Points: 20)
This paper takes a consumer-oriented perspective to brand management. It examines why
brands are important, what brands mean to consumers, and issues in building and managing
brands over time. An important element of the course is the brand-tracking project through
which students get first hand experience in measuring brand image.
Convenor: AProf Carolyn Costley
Internal assessment/Exam ratio: 1:0
Prerequisites: MKTG251 or MKTG351 or MINT271 or MINT351
Equivalents: MINT471

MKTG472-07B (HAM)
Creativity and Innovation
(Points: 20)
This course teaches how to release and actualise the creative and innovative energy needed
to bring new ideas to market. Of special focus are creative advertising and new product
development.
Convenor: AProf Scott Koslow
Internal assessment/Exam ratio: 2:1
Prerequisites: MKTG151 or MKTG209, and MKTG251 or MKTG351

MKTG490-07S (HAM), 07A (HAM), 07B (HAM), 07C (HAM), 07Y (HAM)
Directed Study
(Points: 20)
This paper is available only to Waikato Management School students with the approval of
the Chairperson of the Department.
Convenor: Not available at time of printing
Internal assessment/Exam ratio: 1:0
Equivalents: MINT490
Note: Students are required to identify a topic and arrange
a supervisor before enrolling in this paper.

MKTG499-07C (HAM), 07F (HAM), 07M (HAM)
Report of an Investigation
(Points: 20)
Directed investigation of an approved topic, available only to students enrolled in the BMS
degree.
Convenor: AProf Roger Brooksbank
Internal assessment/Exam ratio: 1:0
Prerequisites: MKTG251, MKTG352, MKTG355, a further 20 points
at 300 level or above in Marketing, and all 100, 200
and 300 level BMS compulsory papers
Equivalents: MINT499
Restrictions: MKTG599

www.management.ac.nz
**MKTG507-07A (HAM)**

**The Research Process: Marketing and International Management**

(Points: 30)

Introduces the key elements in the process for undertaking graduate research. It covers topic selection, literature reviews, quantitative and qualitative methodologies, and research writing.

Convenor: AProf Lorraine Friend

Internal assessment/Exam ratio: 1:0

Equivalents: MINT507

**MKTG541-07A (HAM)**

**Directed Study in Marketing Strategy**

(Points: 15)

Based on the key theories of differentiation and competitive positioning, this paper focuses on analysing the marketing situation, formulating an effective marketing strategy and implementing it in the marketplace.

Convenor: Not available at time of printing

Internal assessment/Exam ratio: 1:1

Prerequisites: MKTG209

Restrictions: MKTG251, MKTG351

Note: This paper is limited to 25 students, selected on the basis of academic background, determined by the department's Graduate Convenor.

**MKTG542-04A (HAM)**

**Directed Study in Market Research**

(Points: 15)

The emphasis of this paper will be on developing the analytic, logical and theoretical skills required to undertake effective and theoretically appropriate research addressing marketing issues.

Convenor: Not available at time of printing

Internal assessment/Exam ratio: 2:1

Prerequisites: MKTG209 or equivalent

Restrictions: MKTG352

Note: This paper is limited to 25 students, selected on the basis of academic background, determined by the department's Graduate Convenor.

**MKTG545-07A (HAM)**

**Directed Study in Consumer Behaviour**

(Points: 15)

Students will learn the theory of how and why consumers acquire, use and dispose of goods, services and ideas. Students will discover marketing, advertising, and public policy applications of consumer behaviour research.

Convenor: Not available at time of printing

Internal assessment/Exam ratio: 2:1

Prerequisites: MKTG209 or equivalent

Restrictions: MKTG355, MKTG455

Note: This paper is limited to 25 students, selected on the basis of academic background, determined by the department's Graduate Convenor.

**MKTG551-07A (HAM)**

**Developments in Marketing Strategy**

(Points: 30)

This advanced level paper uses a student-centred seminar format to explore developments in the marketing literature. Students study both current and classic developments in knowledge about marketing strategy. Selecting a few topics for in-depth study allows students to critically evaluate and extend ideas from the literature. Topics may include market orientation, brand management, new products, pricing, advertising, and others. While earlier marketing strategy courses emphasise what marketing strategy entails and how to make strategy decisions, this course focuses on why.

Convenor: AProf Carolyn Costley

Internal assessment/Exam ratio: 1:0

Equivalents: MINT551

**MKTG552-07B (HAM)**

**Advanced Advertising Strategy**

(Points: 30)

This advanced level paper seeks to deepen students' knowledge of how advertising and promotions work or don't work, as the case may be. The paper investigates managerially relevant topics using current theoretical approaches to promotion. The paper's approach is to start with persuasion and consumer decision making theory and move towards a practical understanding of how promotion influences consumers and purchasing behaviour.

Convenor: AProf Scott Koslow

Internal assessment/Exam ratio: 1:0

Equivalents: MINT552

**MKTG553-07A (HAM)**

**International Marketing**

(Points: 30)

An introduction to international marketing strategy. Students will become acquainted with leading theories and research methodologies used in the international marketing field.

Convenor: Dr Valentyna Melayk

Internal assessment/Exam ratio: 1:0

Equivalents: MINT553

**MKTG554-07B (HAM)**

**Service Marketing**

(Points: 30)

Examines the theoretical underpinnings and practical applications of selected services marketing topics. Through theoretical analysis, examines the complexity and difficulties in creating, managing, and evaluating services.

Convenor: AProf Lorraine Friend

Internal assessment/Exam ratio: 1:0

Equivalents: MINT554
**MKTG555-07B (HAM)**

**Consumer Behaviour**  
(Points: 30)  
This advanced level paper uses a student-centred seminar format to explore characteristics of consumers' decision making, owning, and consuming behaviour. Students study a wide range of both current and classic developments in the consumer behaviour literature. Choosing a few topics to study closely allows students to critically evaluate and extend ideas in the literature and to draw implications for consumers, policy makers, and marketers.  
Convenor: AProf Carolyn Costley  
Internal assessment/Exam ratio: 1:0  
Equivalents: MINT555

**MKTG556-07B (HAM)**

**Marketing Through the Sports Media**  
(Points: 30)  
Development of a critical understanding of marketing through, and management of, the sports media.  
Convenors: AProf Ron Garland, Dr Toni Bruce  
Internal assessment/Exam ratio: 1:0  
Prerequisite: Entry is at the discretion of the Chairperson of the Department of either Marketing or Sport and Leisure Studies.

**MKTG590-07S (HAM), 07A (HAM), 07B (HAM), 07C (HAM), 07Y (HAM)**

**Directed Study**  
(Points: 30)  
This paper is available only to Waikato Management School students with the approval of the Chairperson of the Department. This paper involves supervised study of a topic. Typically, the directed study involves extensive, critical review of the literature on the chosen topic and writing an extensive paper analysing the literature.  
Convenor: Not available at time of printing  
Internal assessment/Exam ratio: 1:0  
Equivalents: MINT590  
Note: Students are required to identify a topic and arrange a supervisor before enrolling in this paper.

**MKTG591-07C (HAM)**

**Marketing Dissertation**  
(Points: 60)  
This paper gives students an opportunity to carry out research or further study in a specialised interest area. You should have completed a research methods paper before commencing this paper. Please refer to the department’s Graduate Convenor if you are interested in taking this paper.  
Convenor: AProf Lorraine Friend  
Internal assessment/Exam ratio: 1:0  
Equivalents: MINT592  
Note: The Guideline for Research Course form must be approved by the department’s Graduate Convenor prior to enrolment in this paper.

**MKTG592-07C (HAM)**

**Marketing Dissertation**  
(Points: 90)  
This paper gives students an opportunity to carry out research or further study in a specialised interest area. You should have completed a research methods paper before commencing this paper. Please refer to the department’s Graduate Convenor if you are interested in taking this paper.  
Convenor: AProf Lorraine Friend  
Internal assessment/Exam ratio: 1:0  
Equivalents: MINT593

**MKTG593-07C (HAM)**

**Marketing Thesis**  
(Points: 120)  
The thesis will embody the results of an original and supervised investigation by the student. Normally, students will have already completed an appropriate research methods course. Please refer to the department’s Graduate Convenor if you are interested in taking this paper.  
Convenor: AProf Lorraine Friend  
Internal assessment/Exam ratio: 1:0  
Equivalents: MINT594

**MKTG599-07C (HAM), 07F (HAM), 07M (HAM)**

**Report of an Investigation**  
(Points: 30)  
A 599 Report of an Investigation is available, in appropriate circumstances, to students enrolled in the BMS Honours Programme. A supervisor is appointed to oversee the research. Any research undertaken to fulfill the requirements for this course must have an academic content which is at least equivalent to that required for a Directed Research Project. The scope and the level of theoretical and methodological sophistication expected are much greater than that for a 499.  
Convenor: AProf Roger Brooksbank  
Internal assessment/Exam ratio: 1:0  
Prerequisites: MKTG251, MKTG352, MKTG355, a further 20 points at 300 level or above in marketing, and all 100, 200 and 300 level BMS compulsory papers  
Equivalents: MINT599  
Restrictions: MKTG499
Public Relations

Interests
- Corporate Communication
- Organisational Communication
- Advertising and Promotional Activity
- Public Affairs
- Media and News Communication

Careers
- Public Relations Consultant
- Internal Communication Manager
- Media Advisor
- Public Affairs Manager
- Professional Fundraiser

Employers
- Public Relations Firms
- Public Affairs Agencies
- Corporations and Small Businesses
- Not-for-Profit Organisations

What is Public Relations?
Public relations plays an essential role in organisational sustainability as it involves maintaining good relationships between organisations and their stakeholders. Within public relations a range of strategic communications are practised; such as crisis and issues management, event management, sponsorship and fundraising, employee relations, government relations and public affairs. Public relations professionals work with the media, act as the communication intersection between organisations and their publics, and provide the communication support that organisations require.

Public relations is available as a major for the BCS and BMS degrees. It is designed to equip students with a thorough grounding in public relations practice and theory.

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Associate Professor C. Kay Weaver
MSB4.35A Ext. 6222 ckweaver@waikato.ac.nz
## Available Papers in 2007

<table>
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<tr>
<th>Level</th>
<th>Paper</th>
<th>Semester</th>
<th>Description</th>
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<th>Public Relations major for the BCS(Hons)</th>
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*Note: Level 500 papers may only be taken by students enrolled in the BMS(Hons)*
Qualification and Specific Subject Requirements

Bachelor of Management Studies (BMS)

Public Relations

120 points (at least 6 papers) above Level 100, of which 60 points (at least 3 papers) must be above Level 200, and of which 40 points (at least 2 papers) must be above Level 300.

The following papers are compulsory:
- MCOM233 Public Relations in Practice
- MCOM335 Media and Public Relations (this change is subject to Academic Board Approval)
- MCOM333 Public Relations Campaigns
- MCOM432 Professional and Public Relations Writing

and a further 40 points, to meet the requirements for the major, from the following list of electives:
- MCOM220 Communication Theory
- MCOM231 Interpersonal Communication
- MCOM237 Advertising Communication and Creativity
- MCOM292 Business Communication
- MCOM330 Professional Speaking and Speechwriting
- MCOM334 Public Relations Cases
- MCOM337 Advertising, Branding and Identity.com
- MCOM398 Careers and Communication Consulting Methods
- MCOM430 Professional Speaking and Speechwriting
- MCOM431 Negotiation and Persuasion
- MCOM434 Public Relations Cases
- MCOM476 Communicating Across Cultures

Bachelor of Management Studies Honours (BMS(Hons))

Public Relations

120 points (at least 6 papers) above Level 100, of which 60 points (at least 3 papers) must be above Level 200, and of which 40 points (at least 2 papers) must be above Level 300, and which must include at least 30 points at Level 500.

In addition to the four compulsory papers for the BMS public relations major, the following paper is also compulsory:
- MCOM585 Corporate Public Relations

and a further 30 points from the following list of electives:
- MCOM530 Qualitative Research Methods
- MCOM566 Special Topic
- MCOM581 Public Relations and Sport
- MCOM582 Public Relations in the Culture Industries
- MCOM584 Global Issues in Public Relations
- MCOM587 Public Relations Internship

Bachelor of Communication Studies (BCS)

Public Relations

120 points above Level 100, of which 60 points must be above Level 200.

The following papers are compulsory:
- MCOM233 Public Relations in Practice
- MCOM235 Media and Public Relations
- MCOM332 Professional and Public Relations Writing
- MCOM333 Public Relations Campaigns

and a further 40 points, to meet the requirements for the major, from the following list of electives:
- MCOM200 Management Communication
- MCOM231 Interpersonal Communication
- MCOM237 Advertising Communication and Creativity
- MCOM292 Business Communication
- MCOM330 Professional Speaking and Speechwriting
- MCOM334 Public Relations Cases
- MCOM337 Advertising, Branding and Identity.com
- MCOM398 Careers and Communication Consulting Methods
• MCOM399 Communication Investigation in the Workplace (only available to students majoring in two Waikato Management School majors)
• MCOM430 Professional Speaking and Speechwriting
• MCOM431 Negotiation and Persuasion
• MCOM434 Public Relations Cases
• MCOM476 Communicating Across Cultures

**Bachelor of Communication Studies with Honours (BCS(Hons))**

**Public Relations**
120 points at Level 500
The following paper is compulsory:
• MCOM585 Corporate Public Relations
and at least 30 points from the following list of electives:
• MCOM581 Public Relations and Sport
• MCOM582 Public Relations in the Culture Industries
• MCOM584 Global Issues in Public Relations
and up to 60 points from the following list of electives:
• MCOM530 Qualitative Research Methods
• MCOM565 Communication and Organisational Change
• MCOM566 Special Topic
• MCOM576 Intercultural Communication
• MCOM579 Communication in Organisations
• MCOM583 Communication and Leadership
• MCOM586 Communication, Cybertrends and E-business
• MCOM587 Public Relations Internship
• MCOM590 Directed Study (30 points)
• MCOM591 Dissertation (30 points)

**Graduate Certificate in Public Relations (GradCertPR)**

Requirements
60 points at Level 100 or above, of which 40 points must be at Level 300 or above.
20 points may be taken from outside the subject with the permission of the department’s Graduate Convenor.
Students are required to meet with the department’s Graduate Convenor to discuss their particular programme, possible compulsory papers, and pathway to the Graduate Diploma.

**Graduate Diploma in Public Relations (GradDipPR)**

Requirements
120 points above Level 100, of which 80 points must be above Level 200.
The following papers are compulsory:
• MCOM233 Public Relations Practices
• MCOM335 Media and Public Relations (subject to Academic Board approval)
• MCOM332 Professional and Public Relations Writing
• MCOM333 Public Relations Campaigns
and 40 points, to meet the requirements for the qualification, from the following list of electives:
• MCOM237 Advertising Communication and Creativity
• MCOM334 Public Relations Cases
• MCOM337 Advertising, Branding and Identity.com
• MCOM398 Careers and Communication Consulting Methods
• MCOM431 Negotiation and Persuasion
• MCOM434 Public Relations Cases
• MCOM476 Communicating Across Cultures
Up to 40 points may be taken from outside the subject with the permission of the Chairperson of the Department.

**Postgraduate Certificate in Public Relations (PGCertPR)**

Requirements
60 points at Level 500.
20 points may be taken from outside the subject with the permission of the department’s Graduate Convenor.
Students are required to meet with the department’s Graduate Convenor to discuss their particular programme, possible compulsory papers, and pathway to the Postgraduate Diploma.
### Postgraduate Diploma in Public Relations (PGDipPR)

**Requirements**

120 points at Level 500.

The following paper is compulsory:

- MCOM585 Corporate Public Relations

**and** at least 30 points from the following list of electives:

- MCOM581 Public Relations and Sport
- MCOM582 Public Relations in the Culture Industries
- MCOM584 Global Issues in Public Relations

**and** up to 60 points from the following list of electives:

- MCOM530 Qualitative Research Methods
- MCOM565 Communication and Organisational Change
- MCOM566 Special Topic
- MCOM576 Intercultural Communication
- MCOM579 Communication in Organisations
- MCOM583 Communication and Leadership
- MCOM586 Communication, Cybertrends and E-business
- MCOM587 Public Relations Internship
- MCOM590 Directed Study (30 points)
- MCOM591 Dissertation (30 points)

### Master of Management Studies (MMS)

**Public Relations**

120 points at Level 500.

Prior to, or during a masters degree in public relations the following paper must be successfully completed:

- MCOM585 Corporate Public Relations

**and** at least 30 points from the following list:

- MCOM581 Public Relations and Sport
- MCOM582 Public Relations in the Culture Industries
- MCOM584 Global Issues in Public Relations

Normally candidates will undertake a dissertation or thesis, the prerequisite for which is MCOM530 Communication Research

**and** up to 120 points from the following list of electives:

- MCOM530 Qualitative Research Methods
- MCOM565 Communication and Organisational Change
- MCOM566 Special Topic
- MCOM576 Intercultural Communication
- MCOM579 Communication in Organisations
- MCOM583 Communication and Leadership
- MCOM586 Communication, Cybertrends and E-business
- MCOM587 Public Relations Internship
- MCOM590 Directed Study (30 points)
- MCOM591 Dissertation (30 points)
- MCOM592 Dissertation (60 points)
- MCOM593 Thesis (90 points)
- MCOM594 Thesis (120 points)

Alternatively, up to 60 points may be substituted from the following list of electives:

- MKTG551 Developments in Marketing Strategy
- MKTG552 Advanced Advertising Strategy
- MKTG554 Service Marketing

### Master of Philosophy and Doctor of Philosophy

Contact the department’s Graduate Convenor
PhD Supervisors

We are always pleased to consider applications for theses. Our current doctoral supervisors and their areas of interest are as follows:

**Adjunct Professor George Cheney** specialises in the area of organisational communication, having strong secondary interests in rhetorical and social criticism and critical discourse analysis. His research draws upon both social-scientific and humanistic traditions in an effort to understand better organisational experience and to enhance contemporary work life. His current research centres on such topics as organisational identity, employee participation and workplace democracy, patterns in corporate public discourse (especially public relations and marketing), and business ethics.

**Dr Cheryl Cockburn-Wootten** is interested in identity, gender and emotion, in relation to organisational communication and management studies. Her other interests are in theoretical, epistemological debates within the qualitative research field and she enjoys unraveling the ‘Gordian Knot’ of paradigms!

**Dr Fabrice Desmarais** focuses on research in advertising, sport and culture. Fabrice is currently conducting research on the use of sport endorsers in advertising in several advertising agencies around the world. Fabrice also has experience working in the advertising industry as a creative at the Images & Co advertising agency. He has worked on various advertising accounts including Chocody and Air France.

**Professor David McKie** has interests across the spectrum of communication, media, new technologies, and public relations. His work is interdisciplinary and takes a multi-methodological approach to qualitative investigation. Current research includes environmental issues (especially in relation to media and public relations), leadership communication, futures and scenarios, managing organisational diversity, creativity, imagination and intuition in organisations, and business applications of cyberspace, postmodernism and new science.

**Professor Judy Motion** researches public relations, discourse, dialogue, and identity from a critical and socio-cultural perspective. She specialises in qualitative investigation and has published extensively in the areas of corporate identity, public relations and public discourse campaigns. She is currently investigating socially and culturally sustainable biotechnology and establishing dialogue frameworks for community participation in science and public policy.

**Dr Debashish Munshi** looks at media and management discourses through a variety of lenses, including postcolonial, subaltern and feminist ones. His field of study encompasses journalism, public relations, organisational communication, and intercultural communication. He has a special interest in issues of diversity.

**Professor Juliet Roper** specialises in the area of public relations and issues management, with a particular research interest in the areas of corporate responsibility, sustainability, and policy formation. She has published widely in the field of political public relations, including election campaigns, corporate lobbying and advocacy at the national and international level, and the use of new technologies for activist campaigns. Her research is qualitative, drawing upon critical discourse theory.

**Associate Professor C. Kay** Weaver has a range of research interests in communication, media and public relations. She has published widely on media representations of crime and violence, gender, and communication and audience reception of media products, and science and new technologies. Her research draws on a range of theoretical and methodological approaches including feminist analysis, discourse theory, theories of reception and communication effects.

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**Paper Details for 2007**

For descriptions of papers please refer to the relevant area of study. Management Communication (MCOM) papers Marketing (MKTG) papers.
What is Social Enterprise?
Social enterprises are endeavours that have an entrepreneurial orientation and are conducted in the public interest. Our papers offer opportunities to develop a critical awareness of the scope of social enterprise organisations in a modern western society. We develop an understanding of the key management issues that face these types of organisations.

Contacts for Social Enterprise
Associate Professor Maria Humphries
027 292 8809  MARIAH@waikato.ac.nz
Suzanne Grant
MSS.G.11  ext.6409  SLGRANT@waikato.ac.nz

Social Enterprise

Interests
- Social Enterprise
- Management in organisations whose first priority is something other than profit for personal gain
- Social and Environmental Responsibility
- Human Rights
- Human Flourishing

Careers
- Managers in local, national and international community organisations, charitable trusts, clubs, fundraising institutions and so forth
- Managers working with, or in, market or government sectors in which social responsibility is a key commitment

Employers
- Community Organisations
- Local Authorities: Community Management
- Public Sector: Community Management
- Corporate Sector with a Social Responsibility Commitment
- Sports and Leisure Bodies
- Lobby Groups
- Church Management
- Trade Union Organisations
## Available Papers in 2007

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## Qualification and Specific Subject Requirements

### Postgraduate Certificate in Social Enterprise (PGCertSocEnt)

**Requirements**

- 60 points at Level 500.
- 20 points may be taken from outside the subject with the permission of the department’s Graduate Convenor.

Students are required to meet with the department’s Graduate Convenor to discuss their particular programme, possible compulsory papers, and pathway to the Postgraduate Diploma.

### Postgraduate Diploma in Social Enterprise (PGDipSocEnt)

**Requirements**

- 120 points at Level 500.
- The following papers are compulsory:
  - SCEN501 Social Enterprise
  - SCEN502 Management and Social Enterprise
- and a further 60 points from the following list of electives:
  - SCEN503 Practicum: Social Enterprise
  - SCEN504 Issues in Third Sector Research
  - SCEN590 Directed Study
  - ACCT507 Accountability, Sustainability and a Changing Environment
  - ACCT512 Organisations and Society
Master of Management Studies (MMS)

Social Enterprise

120 points at Level 500.
Candidates will normally be required to present a dissertation (30 or 60 points), or thesis (90 or 120 points), and a research methodology paper, which would normally be SCEN503, unless passed previously, normally all within the major subject area.
Prior to, or during a masters degree in social enterprise the following papers are compulsory:
• SCEN501 Social Enterprise
• SCEN502 Management and Social Enterprise
and at least 30 points from the following list of electives:
• ACCT532 Public Sector Performance Measurement and Evaluation
• STMGS24 Entrepreneurship Theory and Practice
If required students may select from the following list of electives:
• SCEN503 Practicum: Social Enterprise
• SCEN504 Issues in Third Sector Research
• SCEN590 Directed Study
• SCEN591 Dissertation
• SCEN592 Dissertation
• SCEN593 Social Enterprise Thesis
• SCEN594 Social Enterprise Thesis
• ACCT507 Accountability, Sustainability and a Changing Environment
• ACCT512 Organisations and Society
• ACCT532 Public Sector Performance Measurement and Evaluation
• DEVSS05 Governance and Indigenous Development
• GEOG516 Advanced Development Studies
• HRMGS74 Women and Organisations
• LBST541 Labour, Education and Training 1: Issues and Policies (15 points)
• LBST542 Labour, Education and Training 2: Applied Research Project (15 points)
• MCOM565 Communication & Organisational Change
• MCOM582 Public Relations in the Culture Industries
• PCSS532 Advanced Seminar in Adult Education and Training
• SOCPS06 Social Policy: Comparative Approaches (15 points)
• SOCPS07 Social Policy and Ageing (15 points)
• STMGS24 Entrepreneurship Theory and Practice
• STMGS57 Strategic Partnerships and Collaboration
• STMGS80 Strategies for Sustainability

Master of Philosophy and Doctor of Philosophy

Contact the social enterprise Qualification Convenor
Social Enterprise

Complementary Areas of Study

- Accounting
- Marketing
- Public Relations
- Strategic Management and Leadership
- Business, Government and Society
- Human Resource Management

PhD Supervisor

We are always pleased to consider applications for PhD theses from people with appropriate qualifications. Our Qualification Convenor is Associate Professor Dr Maria Humphries. Supervisory committees appropriate for each proposed topic will be facilitated in consultation with Maria.

Associate Professor Maria Humphries’ research interests include the moving boundaries or responsibilities between the public, private and community sectors and the contribution of these various configurations to human flourishing and environmental well-being. Maria’s broader research interests include the application of critical and feminist theories to management education and research.

Paper Details for 2007

For descriptions of papers please refer to the relevant area of study.

Accounting (ACCT) papers
Human Resource Management (HRMG) papers
Management Communication (MCOM) papers
Management Systems (MSYS) papers
Strategic Management (STMG) papers

**SCEN501-07A (NET)**

Social Enterprise in Context

(Points: 30)

A critical examination of the contribution of social enterprise to human flourishing and environmental stewardship in the context of intensifying globalisation.

Convenor: AProf Maria Humphries
Internal assessment/Exam ratio: 1:0
Equivalents: MNFP501
Note: This paper is limited to 20 students selected by the Convenor of Social Enterprise on order of application to enrol.

**SCEN502-07B (NET)**

Management and Social Enterprise

(Points: 30)

Achieving a balance between ‘social’ and ‘enterprise’ objectives may not be straight forward. This paper examines some of the issues which may arise for managers of a social enterprise.

Convenor: Not available at time of printing
Internal assessment/Exam ratio: 1:0
Equivalents: MNFP502
Note: This paper is limited to 20 students selected by the Convenor of Social Enterprise on order of application to enrol.

**DEVSS03-07B (HAM), 07B (NET)**

Indigenous Capital Development

(Points: 30)

Please refer to the University of Waikato Calendar for further details about this paper.

Convenor: Not available at time of printing
Internal assessment/Exam ratio: 1:0
Equivalents: MNFP503
Note: Not available at time of printing

**SCEN503-07A (NET), 07B (NET)**

Practicum: Social Enterprise

(Points: 30)

The study of methodological issues in organisational research and an application of this learning, through an applied project to the examination of the contribution of social enterprise to human flourishing and environmental stewardship in the context of intensifying globalisation.

Convenor: Not available at time of printing
Internal assessment/Exam ratio: 1:0
Prerequisites: SCEN501 and SCEN502
Equivalents: MNFP503
Note: This paper is limited to 20 students selected by the Convenor of Social Enterprise on order of application to enrol.

**SCEN504-07A (NET)**

Issues in Third Sector Research

(Points: 30)

Convenor: Not available at time of printing
Internal assessment/Exam ratio: 1:0
Equivalents: MNFP504
Note: This paper is limited to 20 students selected by the Convenor of Social Enterprise on order of application to enrol.

**DEVSS05-07B (HAM), 07B (NET)**

Governance and Indigenous Development

(Points: 30)

Please refer to the University of Waikato Calendar for further details about this paper.

Convenor: Not available at time of printing
Internal assessment/Exam ratio: 1:0
SOCP506-07A (HAM)
Social Policy: Comparative Approaches
(Points: 15)
Please refer to the Faculty of Arts and Social Sciences for further details about this paper.
Convenor: Not available at time of printing
Internal assessment/Exam ratio: 1:0

SOCP507-07B (HAM)
Social Policy and Ageing
(Points: 15)
Please refer to the Faculty of Arts and Social Sciences for further details about this paper.
Convenor: Not available at time of printing
Internal assessment/Exam ratio: 1:0

GEOG516-07B (HAM)
Advanced Development Studies
(Points: 30)
Please refer to the Faculty of Arts and Social Sciences for further details about this paper.
Convenor: Not available at time of printing
Internal assessment/Exam ratio: 3:1

PCSS532-07Y (HAM)
Advanced Seminar in Adult Education and Training
(Points: 30)
Please refer to the School of Education for further details about this paper.
Convenor: Not available at time of printing
Internal assessment/Exam ratio: 1:0

LBST541-07A (HAM)
Labour, Education and Training 1: Issues and Policies
(Points: 15)
Please refer to the Faculty of Arts and Social Sciences for further details about this paper.
Convenor: Not available at time of printing
Internal assessment/Exam ratio: 1:0

LBST542-07B (HAM)
Labour, Education and Training 2: Applied Research Project
(Points: 15)
Please refer to the Faculty of Arts and Social Sciences for further details about this paper.
Convenor: Not available at time of printing
Internal assessment/Exam ratio: 1:0

SCEN590-07A (NET), 07B (NET), 07Y (NET)
Directed Study
(Points: 30)
Convenor: Not available at time of printing
Internal assessment/Exam ratio: 1:0
Equivalents: MNFP590

SCEN591-07C (NET)
Social Enterprise Dissertation
(Points: 30)
Convenor: Not available at time of printing
Internal assessment/Exam ratio: 1:0
Equivalents: MNFP591

SCEN592-07C (NET)
Social Enterprise Dissertation
(Points: 60)
Convenor: Not available at time of printing
Internal assessment/Exam ratio: 1:0
Equivalents: MNFP592

SCEN593-07C (NET)
Social Enterprise Thesis
(Points: 90)
Convenor: Not available at time of printing
Internal assessment/Exam ratio: 1:0
Equivalents: MNFP593

SCEN594-07C (NET)
Social Enterprise Thesis
(Points: 120)
Convenor: Not available at time of printing
Internal assessment/Exam ratio: 1:0
Equivalents: MNFP594
What is Strategic Management?

Given the challenges and opportunities in today’s global marketplace, business managers must do more than set long-term strategies and hope for the best. Strategic management is the full set of commitments, decisions, and actions required for a firm to achieve strategic competitiveness and above average returns.

The curriculum focuses on developing tools and insights to enable the analysis of both dynamic business landscapes and the internal capabilities of companies for the purpose of improving strategic choices and enhancing future value creation.

Contacts for the Department of Strategy and Human Resource Management

**Bobbie Wisneski** – Undergraduate/Graduate Advisor  
MSB4.09 ext 4195  
bobbie@waikato.ac.nz

**Eva Collins** – Strategic Management enquiries  
MSB4.39 ext 4083  
evacolln@waikato.ac.nz

**John Gilbert** – Human Resource Management enquiries  
MSB4.01 ext 8126  
jgilbert@waikato.ac.nz
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*Note: Level 500 papers may only be taken by students enrolled in the BMS(Hons)
## Qualification and Specific Subject Requirements

### Bachelor of Management Studies (BMS)

**Strategic Management**
- 120 points (at least 6 papers) above Level 100, of which 60 points (at least 3 papers) must be above Level 200, and of which 40 points (at least 2 papers) must be above Level 300, and which, for honours students only, must include at least 30 points at Level 500.
- The following human resource management papers can be counted towards a strategic management major if they are not counted for a human resource management major:
  - HRMG343 Business Research Methods (this paper is a prerequisite for STMG499)
  - HRMG374 Women and Management
  - HRMG445 Career Management and Development
- **Note:** STMG391 Strategic Management may not count towards a strategic management major.

### Graduate Certificate in Strategic Management (GradCertStratMgt)

**Requirements**
- 60 points at Level 100 or above, of which 40 points must be at Level 300 or above.
- 20 points may be taken from outside the subject with the permission of the department’s Graduate Convenor.
- Students are required to meet with the department’s Graduate Convenor to discuss their particular programme, possible compulsory papers, and pathway to the Graduate Diploma.

### Graduate Diploma in Strategic Management (GradDipStratMgt)

**Requirements**
- 120 points above Level 100, of which 80 points must be above Level 200.
- The following paper is compulsory:
  - STMG391 Strategic Management
- and a further 100 points in strategic management papers to meet the requirements for the qualification.
- 40 points may be taken from outside the subject with the permission of the Chairperson of the Department.

### Postgraduate Certificate in Strategic Management (GradCertStratMgt)

**Requirements**
- 60 points at Level 500.
- 20 points may be taken from outside the subject with the permission of the department’s Graduate Convenor.
- Students are required to meet with the department’s Graduate Convenor to discuss their particular programme, possible compulsory papers, and pathway to the Postgraduate Diploma.

### Postgraduate Diploma in Strategic Management (PGDipStratMgt)

**Requirements**
- 120 points at Level 500.
- 30 points may be taken from outside the subject with the permission of the department’s Graduate Convenor.
- Students should meet with the department’s Graduate Convenor to select an appropriate programme of study for their situation.

### Master of Management Studies (MMS)

**Strategic Management**
- 120 points at Level 500.
- Candidates will normally be required to present a dissertation (30 or 60 points) or thesis (90 or 120 points), and a research methodology paper, unless passed previously, normally all within the major subject area.

### Master of Philosophy and Doctor of Philosophy

Contact the department’s Graduate Convenor
PhD Supervisors

Strategic and Human Resource Management staff who are available for MPhil and PhD supervision and their primary research areas are listed below.

**Associate Professor Michèle Akoorie**'s research interests are in the areas of foreign direct investment (FDI) and government policy, history of FDI in the New Zealand economy, internationalisation of the firm, multinational enterprises and nation states.

**Professor James R. Barker**'s research interests include the development of organisational control systems and the consequences of innovation and restructuring on organisational systems and practices. He is particularly concerned with critically analysing the morality of organisational control structures and applications. His present projects include collaborative research with the University of Melbourne and the US Air Force Academy and focuses on such topics as teamwork and innovation, communication in high risk environments, and the moral consequences of organisational surveillance.

**Dr Stephen Bowden**'s research interests include corporate governance, industry structure and competitive dynamics. Specific projects include the role of institutional investors in the governance of firms (power versus agency explanations), alternative governance mechanisms (substitutes or complements), the compensation of directors (misaligned or missing the point), competitive dynamics among major Hollywood studios and industry dynamics in the New Zealand beer industry.

**Dr Eva Collins**'s broad research interests include strategic environmental management, business and government strategy, and changes in organisational structure. Current environmental research projects include analysing firms’ strategic response to climate change and voluntary environmental programmes. An additional research project is analysing firms’ organisational structure and the impact on efficiency.

**Dr Jenny Gibb**'s research interests focus on technology and innovation management and entrepreneurship. Specific projects include investigating the socio-economic impact of information communication technologies in strategic networks, especially in the nanotechnology context, optimising creative design in technologies while protecting intellectual capital, modular process design in New Zealand companies, and techno-entrepreneurship.

**Dr Jarrod Haar**'s research interests are across the fields of strategic management and human resource management. Current research includes the strategic choices made by New Zealand firms and how innovative firms develop entrepreneurial cultures. Dr Haar's main research includes work-family issues including the benefits of family friendly policies, and how these can influence employee attitudes. Other research includes both the positive and negative influence of stress on employees, the effects of downsizing on employees, and why firms adopt management practices. Dr Haar (Ngati Maniapoto/Ngati Mahuta) is also interested in issues relating to Māori, including sustainability, development, education, health, and employment.

**Associate Professor Kathryn Pavlovich**'s research interests are focused on interdependent organisational cooperation and coordination. Specific projects include strategic alliance formation and management, sustainable macroculture development within clusters, innovation within tourism destinations, regional tourism organisation policy, and local government’s role in cluster development.

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**Paper Details for 2007**

For descriptions of papers, please refer to the relevant area of study.

**Human Resource Management (HRMG) papers**

**STMG191-07S (HAM), 07A (HAM), 07B (HAM)**

**Introduction to Management**

(Points: 15)

This paper provides a realistic introduction to the essentials of management. It demonstrates how businesses identify opportunities and problems and create viable strategies. It reviews the manager’s role in organisations today, together with an understanding of how management theory and practice has changed over time. Using the case teaching method, students develop a critical awareness that in every situation, issue or problem managing is a mixture of artful and scientific decision making that requires the application of analytical and interpersonal skills.

**For Semester 07A (HAM)**

Convenor: Mr Neil Harnisch  
Internal assessment/Exam ratio: 3:2

**For Semester 07B (HAM)**

Convenor: Dr Jarrod Haar  
Internal assessment/Exam ratio: 3:2

**For Semester 07S (HAM)**

Convenor: Not available at time of printing  
Internal assessment/Exam ratio: 1:0  
Prerequisites: ALED100 or ESLA101 or MCOM104 or MAOR111 or 14 credits at Level 3 in NCEA English or Te Reo Maori. Students wishing to take this paper at summer school are expected to have a B grade average over their previous papers.

Note: STMG191-07S(HAM) is limited to 100 students selected by the Chairperson of the Department in order of application to enrol.

**STMG222-07A (NET)**

**Net Ready: Navigating the Competitive Landscape**

(Points: 20)

This paper is delivered online using new, innovative and interactive web cases. You will explore the competitive landscape of business by linking directly to websites, company documents and media reports, examining organisations and their activities “in real-time”.

Convenor: Dr Jennifer Gibb  
Internal assessment/Exam ratio: 1:0

Prerequisites: STMG191 or at the discretion of the Chairperson of Department

Note: Students must be fully enrolled two weeks prior to the beginning of semester.
**STMG285-07A (HAM)**

**Strategy for Enterprise**  
(Points: 20)
This paper will blend the academic tools required to develop and operate a global business from a base of New Zealand, with the practical approach to make such a business financially successful, globally respected and personally rewarding. Students will be challenged to participate in a highly interactive workshop to identify unique business strategies required to 'go global' and to then use those strategies as building blocks for the development of an international business strategy for a NZ business of their choosing. The focus of this paper will be to provide sufficient materials to students to allow them the development of a substantial global business plan, including a review of business opportunities in the most important trading regions worldwide.  
Convenor: Not available at time of printing  
Internal assessment/Exam ratio: 1:0  
Prerequisites: STMG191  
Restrictions: STMG385

**STMG311-07A (HAM)**

**The International Business Environment**  
(Points: 20)
Effective organisations are those that ensure consistency between their external environments and internal operations (strategy, management). This paper examines the principal facets – economic, cultural, political, technological and competitive – of the contemporary international business environment.  
Convenor: AProf Michèle Akoorie  
Internal assessment/Exam ratio: 1:0  
Equivalents: INMG311 and MINT311  
Restrictions: MINT211  
Note: Students must be fully enrolled in this online paper two weeks before semester starts

**STMG324-07B (HAM)**

**Entrepreneurship and Innovation**  
(Points: 20)
Entrepreneurship is the dynamic process of creating and growing new ventures. As a major driver for growth in organisations and the economy, entrepreneurship involves ideas, individuals, innovation and assembling resources. This paper will blend the academic tools required to develop and operate an entrepreneurial business with the practical approach to make such a business financially successful and personally rewarding. Students will be challenged to participate in highly interactive workshop sessions to explore the characteristics of successful entrepreneurial business strategies, and to then incorporate those ideas into the creation and presentation of a new business or project plan.  
Convenor: AProf Jens Mueller  
Internal assessment/Exam ratio: 1:0  
Prerequisites: STMG191  
Restrictions: STMG424

**STMG330-07B (HAM)**

**Management Technology and Organisation**  
(Points: 20)
It is hard to picture modern life in industrialised societies without invoking images of technology. In this paper, we explore some of the organisational and management implications of technology. Information technology is also reviewed in the terms of its impact on management behaviour and organisational structure.  
Convenor: Mr John Gilbert  
Internal assessment/Exam ratio: 1:0  
Prerequisites: HRMG241

**STMG344-07A (HAM)**

**Business, Government and Society**  
(Points: 20)
The interaction of economic, political and social activity creates an environment in which business operates. This paper adopts a discussion format similar to graduate-level seminars to explore current affair topics impacting business. Does business have a responsibility beyond maximising shareholder wealth? If workers have their value set established before the age of employment, how can an organisation create an ethical environment? How does the trend toward sustainability impact business in New Zealand? How does the public policy process impact business? These questions are discussed and debated to gain insights into the business, government and society relationship.  
Convenor: Dr Eva Collins  
Internal assessment/Exam ratio: 1:0

**STMG346-07A, 07B (HAM)**

**Electronic Commerce: Competing on the Edge**  
(Points: 20)
Rapidly changing and highly competitive markets provide opportunities for innovative, entrepreneurial organisations to compete by changing the rules of the game. Technological innovation and electronic commerce are major driving forces for the information economy. This paper will examine strategic positioning for the digital economy. Strategy models for electronic enterprises and dynamic markets will also be introduced and applied using a series of web format case studies.  
For Semester 07A (HAM)  
Convenor: Dr Jarrod Haar  
Internal assessment/Exam ratio: 1:0  
For Semester 07B (HAM)  
Convenor: Dr Jennifer Gibb  
Internal assessment/Exam ratio: 1:0

**STMG347-07B (HAM)**

**Comparative Styles of Strategy Making**  
(Points: 20)
The primary objective of this course is to provide students with an understanding of the variations that occur in the development and enactment of strategy across countries. This paper looks at differences in national culture, based on a series of dimensions. The underlying cultural differences influence the business context within which strategy decisions are made, as well as the value systems of the strategic decision makers themselves. Given the importance of the external context and internal values to the development and enactment of strategy, an understanding of the underlying cultural variation and its visible business consequences is crucial to an understanding of global competitors and collaborators.  
Convenor: Dr Steve Bowden  
Internal assessment/Exam ratio: 1:0
STMG385-07A (HAM)

Strategy for Enterprise
(Points: 20)
This paper will blend the academic tools required to develop and operate a global business from a base of New Zealand, with the practical approach to make such a business financially successful, globally respected and personally rewarding. Students will be challenged to participate in a highly interactive workshop to identify unique business strategies required to 'go global' and to then use those strategies as building blocks for the development of an international business strategy for a NZ business of their choosing. The focus of this paper will be to provide sufficient materials to students to allow them the development of a substantial global business plan, including a review of business opportunities in the most important trading regions worldwide.

Convenor: Dr Eva Collins
Internal assessment/Exam ratio: 3:2
Restrictions: STMG285, STMG485

STMG388-07S (HAM)

Strategic Alliances and Networks
(Points: 20)
Strategic alliances and inter-firm networks play a key role in today's global economy. They provide organisations with opportunities to access new and innovative resources and to acquire new capabilities with increased speed and precision. Such advantages can lead to the production of new products and services, as well as access to new and increased market share. Yet, despite these well-espoused benefits, research indicates that strategic alliances and networks are fraught with difficulties and they are renowned for their high rates of failure. This paper focuses on identifying the key structures and processes required for the successful management and evolution of these cooperative modes of business.

Convenor: Dr Sascha Albers
Internal assessment/Exam ratio: 1:0
Restrictions: STMG285, STMG485

STMG391-07S (HAM), 07A (HAM), 07A (TGA), 07B (HAM)

Strategic Management
(Points: 20)
STMG391 aims to develop your ability to think strategically about an organisation's current and future situation. It builds on your knowledge and understanding of the basic management concepts from your earlier BMS core papers and/or other experience. You review many of the conventional strategic management concepts, as well as a series of the latest models for handling strategic issues and processes. Cases are used throughout the paper to illustrate key concepts and to develop your skills in strategic analysis and strategic thinking. As a "hands on" approach is needed to develop these skills, you need to get actively involved and practise applying the frameworks and models. Study teams are used for activities in class and for assigned tasks and informal study outside class time. Case studies are used to develop strategic analysis skills. Students work in study teams in class and for some internal assessment. Four study teams are chosen to compete in the Waikato Management School Case Competition (A and B Semesters only), a feature of the paper which is highly recommended. Apart from the extra work those four study teams do to prepare for the final, all work on the competition case is counted for internal assessment.

For Semester 07A (HAM) and 07A (TGA)
Convenor: Dr Steve Bowden
Internal assessment/Exam ratio: 3:2

For Semester 07B (HAM)
Convenor: Dr Eva Collins
Internal assessment/Exam ratio: 3:2

STMG412-07B (NET)

International Business Strategy
(Points: 20)
This paper examines the field of business strategy, with particular reference to the strategies of New Zealand firms operating internationally. New Zealand businesses are generally constrained in terms of size, resource availability and growth opportunities. Building on the general strategy development foundation, this paper involves students in multiple lines of investigation of viable strategy setting and implementation in the face of the significant restraints that impact on New Zealand businesses.

Convenor: AProf Michèle Akoorie
Internal assessment/Exam ratio: 1:0
Prerequisites: STMG391
Equivalents: INMG412 and MINT412
Restrictions: STMG588

STMG424-07B (HAM)

Entrepreneurship and Innovation
(Points: 20)
Entrepreneurship is the dynamic process of creating and growing new ventures. As a major driver for growth in organisations and the economy, entrepreneurship involves ideas, individuals, innovation and assembling resources. This paper will blend the academic tools required to develop and operate an entrepreneurial business, with the practical approach to make such a business financially successful and personally rewarding. Students will be challenged to participate in highly interactive workshop sessions to explore the characteristics of successful entrepreneurial business strategies, and to then incorporate those ideas into the creation and presentation of a new business or project plan.

Convenor: AProf Jens Mueller
Internal assessment/Exam ratio: 1:0
Prerequisites: STMG391
Restrictions: STMG324

STMG425-07B (HAM)

Managing with Spirit
(Points: 20)
This paper explores management in this context, with a focus on the relationships we have with ourselves in order that we can connect as 'conscious' global citizens. The paper seeks to examine the alignment of our inner and outer worlds; to participate in a journey of discovering what energises us; to develop a sense of wholeness and awareness of how we fit with our external environment. Because work and organizational life is such a central part of our existence, much of this journey occurs within the workplace. Yet when accessing the relevance of our human resources to the effective performance of an organization, few consider the extent to which the organisational environment fosters an individual's spiritual development. Throughout the course, students will be encouraged to 'make sense' of the situations and contexts within which they find themselves. This paper aims to extend the journey of personal discovery as a mechanism for students to create organizational change and development in their work environments.

Convenor: AProf Kathryn Pavlovich
Internal assessment/Exam ratio: 1:0
**STMG483-07A (HAM)**

**Strategic Leadership**
(Points: 20)
Leadership is becoming an important focus in strategy. Top executives including CEOs, top management teams and boards of directors have far reaching influence on organisations and organisational outcomes. The paper explores numerous issues relevant to top executives from a practical and experiential point of view.

Convenor: Prof James Barker
Internal assessment/Exam ratio: 1:0
Prerequisites: STMG391

**STMG490-07A (HAM), 07B (HAM), 07C (HAM)**

**Directed Study**
(Points: 20)
Students wishing to undertake a project in an area not offered as a taught paper may develop a research topic and consult with a member of staff who is able to supervise this project. Students must be approved for enrolment in the paper by the department. This is subject to the availability of staff to supervise.

Convenor: Not available at time of printing
Internal assessment/Exam ratio: 1:0

**STMG499-07C (HAM), 07F (HAM), 07M (HAM), 07G (HAM)**

**Report of an Investigation**
(Points: 20)
A 499 project is required for the BMS, and is only available to BMS students. You should discuss a proposed topic with the department's 499 coordinator, or staff in your interest area who may also be able to help with strategic management, international management, and organisational behaviour/human resource management, including desk 499s.

Convenor: Not available at time of printing
Internal assessment/Exam ratio: 1:0
Prerequisites: All 100, 200 and 300 level BMS compulsory papers and HRMG343 and two 300 level papers in the area of study
Restrictions: STMG599

**MNGT501-07S (HAM)**

**Research Methods in Management Studies**
(Points: 30)
This paper offers an introduction to research methods and methodology for postgraduate students, toward enabling participants to form the knowledge and develop the skills needed to carry out independent research. A desired outcome is that students completing the paper would be able to design and defend a research study plan and be able to write up a comprehensive and cohesive research proposal. This is a broad introduction in order to accommodate management backgrounds generally. An aim of the paper is also to ensure that the student may emerge prepared for other and more advanced discipline, methodology or paradigm specific research method papers.

Convenor: Not available at time of printing
Internal assessment/Exam ratio: 1:0
Restrictions: ECON544, MKTG507, MSYS551 and TOMG506
Note: This paper is limited to 32 students selected by the Course Convenor in order of application to enrol. Students are required to arrange a supervisor and identify a topic before enrolling in this paper.
**STMG556-07S (HAM)**

Competitive Advantage Through Work-Family Practices  
(Points: 30)

There is increasing recognition within both the workplace and society that work-family balance is important. Work-family balance is a specific workplace issue which has been empirically found to influence individual and firm performance. Students studying this paper will develop:

- an understanding of the difficulties and implications of work-family balance/imbalance on employee and firm performance
- an understanding of the way that work-family practices can allow for greater work-family balance
- an understanding of how greater work-family balance can lead to greater employee attitudes and performance
- an understanding of the strategic implications for firms by addressing work-family balance issues
- an understanding of researching issues of strategic importance

Convenor: Dr Jarrod Haar  
Internal assessment/Exam ratio: 1:0  
Prerequisites: Entry is at the discretion of the Chairperson of Department

**STMG580-07A (HAM)**

Strategies for Sustainability  
(Points: 30)

This paper aims to enhance students’ understanding of sustainability issues confronting today’s managers and to develop ability in analysing situations and in formulating strategies where sustainability business concerns are implicated. Topics include the development of sustainability, the legal framework and principles of environmental management, codes of practice and techniques for managing sustainability issues from a strategic perspective. Students are encouraged to take ownership of topics, develop expertise in particular areas of interest and to take a critical approach to the sustainability debate, becoming aware of the inherent and specific problems of business adoptions of environmentalism and sustainability as well as, where possible, offering creative solutions. A wide range of organisational situations is investigated including manufacturing, retail, service, small, medium and large enterprises, private, public and not-for-profit as well as local and international examples of best practice. The emphasis is on ensuring that organisations are not only operating within legal requirements, but also that they are appropriately oriented to maintain competitive advantage and meet and respond to stakeholder concerns. The paper encourages student participation and incorporates guest lecturers, invited speakers, a site tour and a stakeholder negotiation exercise.

Convenor: Dr Eva Collins  
Internal assessment/Exam ratio: 1:0  
Prerequisites: STMG391

**STMG588-07A (NET)**

International Business Strategy  
(Points: 30)

This paper focuses on the international business strategy of organisations, industries and counties. International business strategy at the level of the organisation identifies the differences between national and international competitors and the complex environment in which they operate. The international strategy utilised by an industry identifies they forces that drive that industry, including competitive pressures and government policy.

Convenor: AProf Michèle Akoorie  
Internal assessment/Exam ratio: 1:0  
Equivalents: INMG512 and MINT512  
Restrictions: STMG412

Note: This paper is limited to 25 students selected by the Course Convener in order of application to enrol.

**STMG590-07S (HAM), 07A (HAM), 07B (HAM)**

Directed Study  
(Points: 30)

Convenor: Not available at time of printing  
Internal assessment/Exam ratio: 1:0

**STMG591-07C (HAM)**

Strategic Management Dissertation  
(Points: 30)

Convenor: Not available at time of printing  
Internal assessment/Exam ratio: 1:0

**STMG592-07C (HAM)**

Strategic Management Dissertation  
(Points: 60)

Convenor: Not available at time of printing  
Internal assessment/Exam ratio: 1:0

**STMG593-07C (HAM)**

Strategic Management Thesis  
(Points: 90)

Convenor: Not available at time of printing  
Internal assessment/Exam ratio: 1:0

**STMG594-07C (HAM)**

Strategic Management Thesis  
(Points: 120)

Convenor: Not available at time of printing  
Internal assessment/Exam ratio: 1:0

**STMG599-07C (HAM), 07F (HAM), 07M (HAM), 07G (HAM)**

Report of an Investigation  
(Points: 30)

Convenor: Not available at time of printing  
Internal assessment/Exam ratio: 1:0  
Prerequisites: All 100, 200 and 300 level BMS compulsory papers and HRMG343 and two 300 level papers in the area of study  
Restrictions: STMG499
Supply Chain Management

Interests
- Information Systems Management
- Operations Management
- Logistics Management
- Procurement
- Electronic Commerce
- Information Technology

Careers
- Logistics Architect
- Systems Developer
- Operations Manager
- Purchasing Agent
- B2B Electronic Commerce Coordinator

Employers
- International Consultancy Practices
- Large Corporates
- Manufacturing or Service Organisations
- Various Medium Size Domestic Companies
- Government Departments

What is Supply Chain Management?
Most organisations are part of an integrated series of value-adding processes, found either at the initial manufacturing end of the spectrum, the distribution, wholesaling, or retailing end of the spectrum. This integrated series of processes is known as the supply chain and getting all of these elements in the chain working cooperatively is called supply chain management (SCM).

SCM is one of the hot topics being discussed in nearly every industry as organisations attempt to contribute to making the chain more efficient and more effective. In order to do this, organisations need to concentrate on their procurement, internal operations, and their logistics and distribution functions. Students in this subject learn how to do this and how firms can better reach beyond their borders to integrate with other entities in the chain. Students further learn about the necessary information and web-based technologies that allow this to happen in the modern business environment.

This subject is offered through the Department of Management Systems as a major in both the BMS and BECom, and as a graduate diploma.

Contacts for the Department of Management Systems
Professor Jim Corner
MS 8.06 ext 4563 jcorner@waikato.ac.nz

Jan Stevenson – Department Administrator
MS 8.01 ext 4561 jansteve@waikato.ac.nz
### Available Papers in 2007

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*Note: Level 500 papers may only be taken by students enrolled in the BMS(Hons)*

### Qualification and Specific Subject Requirements

**Bachelor of Management Studies (BMS)**

**Supply Chain Management**

120 points (at least 6 papers) above Level 100, of which 60 points (at least 3 papers) must be above Level 200, and of which 40 points (at least 2 papers) must be above Level 300.

The following papers are compulsory:
- MSYS376 Foundations of Operations Management
- MSYS377 Supply Chain Management
- MSYS477 Issues in Supply Chain Management

and a further 60 points, to meet the requirements for the major, from the list of papers available for supply chain management.

**Bachelor of Management Studies Honours (BMS(Hons))**

**Supply Chain Management**

120 points (at least 6 papers) above Level 100, of which 60 points (at least 3 papers) must be above Level 200, and of which 40 points (at least 2 papers) must be above Level 300, and which must include at least 30 points at Level 500.

In addition to the three compulsory papers for the BMS supply chain management major, the following paper is also compulsory:
- MSYS576 Advanced Supply Chain Management

and a further 40 points, to meet the requirements for the major, from the list of papers available for supply chain management.

**Bachelor of Electronic Commerce (BECom)**

**Supply Chain Management**

120 points above Level 100, of which 60 points must be above Level 200.

The following papers are compulsory:
- MSYS376 Foundations of Operations Management
- MSYS377 Supply Chain Management
- MSYS477 Issues in Supply Chain Management

and at least 20 points from the following list of electives:
• MSYS278 Project Management
• MSYS379 Beyond the Management of Quality
• MSYS455 E-Business Process Redesign
and if required a further 20 or 40 points from the list of papers available for supply chain management to meet the requirements for the major.

**Graduate Certificate in Supply Chain Management (GradCertSCM)**

**Requirements**
60 points at Level 100 or above, of which 40 points must be at Level 300 or above.
20 points may be taken from outside the subject with the permission of the department’s Graduate Convenor.

Students are required to meet with the department’s Graduate Convenor to discuss their particular programme, possible compulsory papers, and pathway to the Graduate Diploma.

**Graduate Diploma in Supply Chain Management (GradDipSCM)**

**Requirements**
120 points above Level 100, of which 80 points must be above Level 200.
The following papers are compulsory:
• MSYS376 Foundations of Operations Management
• MSYS377 Supply Chain Management
• MSYS477 Issues in Supply Chain Management

and 60 points, to meet the requirements for the qualification, from the following list of electives:
• MSYS212 Information Technology in Organisations
• MSYS221 Electronic Commerce Overview
• MSYS278 Project Management
• MSYS358 Systems Implementation Management
• MSYS412 World Class Operations
• MSYS435 Managerial Decision Making
• MSYS457 Electronic Business Startups
• MSYS455 E-Business Process Redesign
• MSYS465 Business Analysis and Consulting

**Master of Philosophy and Doctor of Philosophy**

Contact the department’s Graduate Convenor
PhD Supervisors

We are always pleased to consider applications for PhD theses from people with appropriate qualifications. Our qualification convenor is Associate Professor Chuda Basnet. Supervisory committees appropriate for each proposed topic will be facilitated in consultation with Chuda.

Staff in the Department of Management Systems have experience in supervising research across all paradigms: qualitative, quantitative, and critical. Below are our staff and their areas of research.

**Associate Professor Chuda Basnet**

- **Main Research Interests**: Manufacturing systems modelling and supply chain management. He has also published research papers in engineering optimisation, quality engineering, vehicle routing, and empirical production management. He has supervised research in the production management area. His primary orientation is in the quantitative research methodology.

**Dr Paul Childerhouse**

- **Main Research Interests**: Supply chain management and logistics management. He has undertaken research in the automotive, aerospace and construction sectors to investigate how supply chains can become fully integrated and market-orientated. He has a preference for case-based research but is well versed in a variety of research methods.

**Professor Jim Corner**

- **Main Research Interests**: Decision making with a specific emphasis on multi-attribute/multi-objective decision making, decision analysis, decision support systems and descriptive decision making in a managerial context. Topics researched by his current PhD students include environmental policy and decision making, the impact of questioning in knowledge transfer, and competitive advantage in techno-savvy organisations. He is well versed in the variety of research methods available.

**Dr Eric Deakins**

- **Main Research Interests**: Business information systems and processes, electronic business/government and supply chain management. A range of topics include information systems alignment; supply chain integration; dot.com innovation management and e-government sophistication metrics. He is well versed in a number of research methods.

**Professor Les Foulds**

- **Main Research Interests**: Manufacturing management, management science, and operations research. His research, via both quantitative and qualitative methodologies, is in the areas of facilities planning, scheduling, and machine cell formation for group technology. He develops decision support systems in these areas within the dairy, transport, and manufacturing industries.

**Dr Valerie Martins**

- **Main Research Interests**: The nature of information and knowledge and the way they are used in organisations. She has undertaken a number of successful research projects within both small and large companies in the areas of supply chain relationships, the IS/user gap, IS and organisational culture, and knowledge management.

**Associate Professor John Scott**

- **Main Research Interests**: Decision support, management science, and experiential learning. Current research includes learning processes both for individuals and organisations, qualitative modelling, the use of diagrams and pictures in problem-solving, the use of reflection in learning, and more creative performance measurement. He is familiar with qualitative and quantitative research methodologies.

Dr Stefan Seuring-Stella focuses on research in supply chain management. His particular fields of interest are sustainable supply chain management and the application of management accounting techniques in supply chains. He has cooperated with, for example, the automotive, the chemical and the textile industries. While he mainly uses case and action research, a range of other research methods have been also employed, depending on the problem studies.

**Paper Details for 2007**

For descriptions of papers, please refer to Management Systems (MSYS) papers.
What is Tourism Management?
The study of tourism involves describing, explaining and forecasting the intentions, activities and experiences of people in leisure and travel pursuits, as well as understanding the social, cultural and environmental implications of tourism activity. The rapid growth of domestic and international tourism has led to an increasing demand for graduates who have a functional and critical understanding of tourism in its wider social, cultural, economic, and political contexts.

Tourism management is available as a major subject for the BMS degree and the BTour degree.

Contacts for the Department of Tourism and Hospitality Management

Qualifications Convenor – Dr Asad Mohsin
MSB3.35 ext. 5061 amohsin@mngt.waikato.ac.nz

Graduate Convenor – Dr Tim Lockyer
MSB3.41 ext. 6321 lockyer@waikato.ac.nz

Administrator
MSB2.15 ext.4045 tourism@mngt.waikato.ac.nz
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**Qualification and Specific Subject Requirements**

### Bachelor of Management Studies (BMS)

Tourism Management

120 points (at least 6 papers) above Level 100, of which 60 points (at least 3 papers) must be above Level 200, and of which 40 points (at least 2 papers) must be above Level 300, and which, for honours students only, must include at least 30 points at Level 500.

The following papers are compulsory:

- TOMG201 Introduction to Tourism Management
- TOMG202 Managing Tourism Demand and Behaviour

_and a further 80 points, to meet the requirements for the major, from the following list of electives:

- TOMG200 Tourism Management and the Environment
- TOMG204 Hospitality Law
- TOMG206 Food and Beverage Management and TOMG216 Food and Beverage Management Placement
- TOMG207 Accommodation Management and TOMG217 Accommodation Management Placement
- TOMG300 Tourism Facilities Management
- TOMG301 Entrepreneurship in Tourism and Hospitality
- TOMG302 Tourism and Hospitality Information Systems
- TOMG303 Hospitality Operations Management
- TOMG304 Tourism Accounting and Law
- TOMG380 Aviation Management
- TOMG390 Directed Study
- TOMG402 Hospitality Management Control and Decision Making
- TOMG403 Managing Tourism Experiences in the Pacific Rim
- TOMG461 Special Topic: Adventure Tourism – Product Design, Pricing and Management
- TOMG501 International Tourism and Hospitality Marketing
- TOMG502 Tourism Development and the Environment
- TOMG503 Hotel and Resort Development
- TOMG504 Special Interest Tourism
- TOMG505 Tourism and Hospitality Enterprises
- TOMG506 Research Methods in Tourism and Hospitality
- TOMG507 Hotel and Resort Operations Management
- TOMG508 Tourism Forecasting
- TOMG509 Visitor Behaviour, Interpretation and Management
- TOMG510 Heritage Tourism Management

**Note:** Level 500 papers are for honours students only.
### Bachelor of Tourism (BTour)

**Tourism Management**
- 120 points above Level 100, of which 60 points must be above Level 200.
- The following papers are compulsory:
  - TOMG200 Tourism Management and the Environment
  - TOMG202 Managing Tourism Demand and Behaviour
  - TOMG203 Tourism Package Operations
  - TOMG301 Entrepreneurship in Tourism and Hospitality
  - TOMG304 Tourism Accounting and Law
  - TOMG403 Managing Tourism Experiences in the Pacific Rim
- **Note:** Students taking this major must take ACCT101 Accounting for Management as an elective in their first year of study. Also, it is recommended that students take STMG191 Introduction to Management as an elective in their first year of study.

### Bachelor of Tourism with Honours (BTour(Hons))

**Tourism and Hospitality Management**
- 120 points at Level 500.
- The following papers are compulsory:
  - TOMG506 Research Methods in Tourism and Hospitality
  - TOMG591 Dissertation
- and 30 points from the following list of electives:
  - ANTH515 Ethnographic Research
  - ANTHS516 Anthropology of Pacific Tourism (half paper)
  - DEV504 Comparative State Policies and Indigenous Development
  - GEOG521 Advanced Tourism Research
  - TOMG501 International Tourism and Hospitality Marketing
  - TOMG502 Tourism Development and the Environment
  - TOMG504 Special Interest Tourism
  - TOMG590 Directed Study (This paper may only be selected once in the BTour(Hons))
- and 30 points from the following list of electives:
  - TOMG503 Hotel and Resort Development
  - TOMG505 Tourism and Hospitality Enterprises
  - TOMG507 Hotel and Resort Operations
  - TOMG508 Tourism Forecasting
  - TOMG509 Visitor Behaviour, Interpretation and Management
  - TOMG510 Heritage Tourism Management
  - TOMG590 Directed Study (This paper may only be selected once in the BTour(Hons))

### Graduate Certificate in Tourism and Hospitality Management (GradCertTHMgt)

**Requirements**
- 60 points, of which at least 40 points must be above Level 200.
- The following paper is compulsory:
  - TOMG201 Introduction to Tourism Management
- and 40 points from the following list of electives:
  - MKTG354/454 Marketing of Services
  - STMG385 Strategy for Enterprise
  - TOMG300 Tourism Facilities Management
  - TOMG301 Entrepreneurship in Tourism and Hospitality
  - TOMG302 Tourism and Hospitality Information Systems
  - TOMG303 Hospitality Operations Management
  - TOMG304 Tourism Accounting and Law
  - TOMG380 Aviation Management
  - TOST306 Geographies of Tourism Planning and Development
  - TOMG402 Hospitality Management Control and Decision Making
  - TOMG403 Managing Tourism Experiences in the Pacific Rim
  - TOMG461 Adventure Tourism – Product Design, Pricing and Management
### Graduate Diploma in Tourism and Hospitality Management (GradDipTHMgt)

**Requirements**
- 120 points above Level 100, of which 80 points must be above Level 200.
- The following papers are compulsory:
  - TOMG201 Introduction to Tourism Management
  - TOMG202 Managing Tourism Demand and Behaviour
- and a further 80 points, to meet the requirements for the qualification, from the following list of electives:
  - MKTG351 Marketing Strategy
  - MKTG354/454 Marketing of Services
  - TOMG300 Tourism Facilities Management
  - TOMG301 Entrepreneurship in Tourism and Hospitality
  - TOMG302 Tourism and Hospitality Information Systems
  - TOMG303 Hospitality Operations Management
  - TOMG304 Tourism Accounting and Law
  - TOMG380 Aviation Management
  - TOST306 Geographies of Tourism Planning and Development
  - TOMG402 Hospitality Management Control and Decision Making
  - TOMG403 Managing Tourism Experience in the Pacific Rim
  - TOMG461 Adventure Tourism – Product Design, Pricing and Management

### Postgraduate Certificate in Tourism and Hospitality Management (PGCertTHMgt)

**Requirements**
- 60 points at Level 500.
- 20 points may be taken from outside the subject with the permission of the department’s Graduate Convenor.
- Students are required to meet with the department’s Graduate Convenor to discuss their particular programme, possible compulsory papers, and pathway to the Postgraduate Diploma.

### Postgraduate Diploma in Tourism and Hospitality Management (PGDipTHMgt)

**Requirements**
- 120 points at Level 500.
- The following papers are compulsory:
  - TOMG502 Tourism Planning and Environment
  - TOMG503 Hotel and Resort Development
- and 60 points from the following list of electives:
  - ANTHS15 Ethnographic Research
  - ANTHS16 Pacific Tourism and Development
  - DEVSS04 Comparative State Policies and Indigenous Development
  - GEOG507 International Migration Issues
  - GEOG521 Advanced Tourism Research
  - TOMG501 International Tourism and Hospitality Marketing
  - TOMG504 Special Interest Tourism
  - TOMG505 Tourism and Hospitality Enterprises
  - TOMG506 Research Methods in Tourism and Hospitality
  - TOMG507 Hotel and Resort Operations
  - TOMG508 Tourism Forecasting
  - TOMG509 Visitor Behaviour, Interpretation and Management
  - TOMG510 Heritage Tourism Management
  - TOMG590 Directed Study
  - TOMG591 Dissertation

### Master of Management Studies (MMS) - Tourism and Hospitality Management

**Requirements**
- 120 points at Level 500.
  - The following papers are compulsory:
    - TOMG506 Research Methods in Tourism and Hospitality (unless previously passed)
    - TOMG591 Dissertation
and 30 points from the following list of electives:
- ANTH515 Ethnographic Research
- ANTH516 Pacific Tourism and Development
- DEV504 Comparative State Policies and Indigenous Development
- GEOG521 Advanced Tourism Research
- TOMGS01 International Tourism and Hospitality Marketing
- TOMGS02 Tourism Development and the Environment
- TOMGS04 Special Interest Tourism

and 30 points from the following list of electives:
- TOMGS03 Hotel and Resort Development
- TOMGS05 Tourism and Hospitality Enterprises
- TOMGS07 Hotel and Resort Operations
- TOMGS08 Tourism Forecasting
- TOMGS09 Visitor Behaviour, Interpretation and Management
- TOMGS10 Heritage Tourism Management
- TOMGS90 Directed Study

Candidates who have completed TOMGS06 in a previous qualification are required to complete TOMGS92 in place of TOMGS91. At the discretion of the Chairperson candidates may substitute TOMGS93 or TOMGS94 for TOMGS92.

Tourism and Hospitality Management – Visitor Management

120 points at Level 500.
Candidates will normally be required to present a dissertation (30 or 60 points) or thesis (90 or 120 points) and a research methodology paper, unless passed previously, normally all within the major subject area.

Unless passed previously, the following papers are compulsory:
- TOMGS09 Visitor Behaviour, Interpretation and Management
- either TOMGS06 Research Methods in Tourism and Hospitality or GEOG521 Advanced Tourism Research

and, unless passed previously, one of the following:
- TOMGS91 Dissertation
- TOMGS92 Dissertation
- TOMGS93 Thesis
- TOMGS94 Thesis

If required students may also select papers from the following list of electives:
- MCOM582 Public Relations in the Culture Industries
- SMST512 Marketing and Creative Industries
- TOMGS02 Tourism Development and the Environment
- TOMGS10 Heritage Tourism Management

Master of Philosophy and Doctor of Philosophy

Contact the department’s Graduate Convenor
**PhD Supervisors**

We are always pleased to consider applications for theses. Our current doctoral supervisors are listed below:

**Professor Christine Lim**'s research interests and specialism are in tourism economics, time series modelling and applied econometrics. Econometrics is a highly portable statistical technique, which is very useful in many areas of quantitative research in the social sciences. Modelling involves a combination of theory, estimation, evaluation and simulation. To date, her research is in international tourism demand modelling. She has also published papers on tourism forecasting. Christine’s outstanding contributions to tourism research are evident in her receiving the inaugural Charles R. Geoldner Article of Excellence Award for the Best Paper in the Journal of Travel Research for 2000, for the paper entitled “A Meta-Analytic Review of International Tourism Demand”.

**Dr Tim Lockyer**’s main area of research is the hospitality industry, with special interests in the factors that influence the selection of accommodation and restaurants by guests, and several international refereed journal articles in this area. Tim has also carried out research in a number of tourism management areas including economic impact studies and local residents’ attitude studies along with other industry consultancy.

**Associate Professor Alison McIntosh** has a strong interest in tourist behaviour, especially tourists’ experiences, perceptions, values and motivations. She has published widely on issues relating to tourists’ experiences of cultural, heritage and indigenous (Māori) tourism, and the experiential nature of tourist attractions. She uses quantitative and qualitative research method techniques, as well as mixed methodologies and triangulation. Alison has conducted visitor research for a number of tourist attractions and museums in New Zealand and the UK. In addition, she has conducted research into issues of sustainable Māori tourism development in partnership with Māori co-researchers and the New Zealand government. She has also carried out industry consultancy in areas of tourism management including heritage attraction concept design, feasibility and marketing, community perceptions and non-visitor studies, community-based tourism planning, and tourism impact studies. Her current research also includes work relating to family businesses in tourism and hospitality, tourists’ experiences of cultural products and the value of historic buildings to tourists’ experiences of a region.

**Dr Asad Mohsin** has accumulated several years of industry and academic experience working in different countries in the Middle East and Asia Pacific including Australia. Prior to joining Waikato Management School in July 2003 Asad was working at the Northern Territory University (NTU) in Australia. At the NTU he was responsible for developing and coordinating higher education programs in hospitality management. His industry experience includes working in food and beverage (production and service) and rooms division departments with international hotel chains like Inter-Continental Hotel, Holiday Inn Hotels and Gulf Air Hotels. Asad has also operated his own catering business in Australia for seven years including a restaurant at a marina with capacity to seat 190 people. His experience as a practitioner and an academic has helped him to reduce the gulf between theory and practice by bringing real world issues and problems into his classes and testing academic research in his business. His published research and interests are in the area of tourism and hospitality product and service quality assessment; customer perceptions and contemporary trends and attitudes of holiday-makers.
Paper Details for 2007

For descriptions of papers, please refer to the relevant area of study.

Management Communication (MCOM) papers
Marketing (MKTG) papers
Strategic Management (STMG) papers

TOMG100-07B (HAM)
Tourism Product Design and Pricing
(Points: 15)
This paper introduces technical aspects of cost structures and pricing related to the tourism industry which will help you to develop an understanding of the commercial activity of various sectors within the tourism industry.
Convenor: Ms Anne Zahra
Internal assessment/Exam ratio: 3:2
Prerequisites: ALED100 or ESLA101 or MCOM104 or MAOR111 or 14 credits at Level 3 in NCEA English or Te Reo Maori

TOMG101-07A (HAM)
Introduction to Tourism and Hospitality
(Points: 15)
This paper looks at the planning, implementation, and control functions in the tourism and hospitality industries. An understanding of the structure and relationship between the tourism and hospitality industries is provided.
Convenors: Mr Charlie Panakera, Ms Jenny Cave
Internal assessment/Exam ratio: 3:2
Restrictions: TOMG201

TOMG200-07B (HAM)
Tourism Management and the Environment
(Points: 20)
This paper introduces the economic, legal and management dimensions of tourism's relationship with the natural and built environments. The principal focus will be on a relationship between tourism and the environment.
Convenor: Prof Christopher Ryan
Internal assessment/Exam ratio: 3:2

TOMG201-07A (HAM)
Introduction to Tourism Management
(Points: 20)
This paper gives students an understanding of tourism and hospitality, its organisations and structures, along with an introduction to the issues impacting on management.
Convenors: Mr Charlie Panakera, Ms Jenny Cave
Internal assessment/Exam ratio: 3:2
Restrictions: TOMG101

TOMG202-07S (HAM), 07B (HAM)
Managing Tourism Demand and Behaviour
(Points: 20)
This paper examines the impact of tourism and the means by which such impacts are managed with reference to strategic and operational management levels, with a firm management perspective of the issues involved in tourism demand and behaviour. This paper enables students to become familiar with the management of the impacts of tourism demand and behaviour.
For Semester 07B (HAM)
Convenor: Mr Charlie Panakera
Internal assessment/Exam ratio: 3:2
For Semester 07S (HAM)
Convenor: Prof Christine Lim
Internal assessment/Exam ratio: 3:2
Prerequisites: TOMG101 or TOMG201

TOMG203-07A (HAM)
Tourism Package Operations
(Points: 20)
This paper introduces students to the challenges and complexities of managing tours and the experience of participants.
Convenor: Mr Charlie Panakera
Internal assessment/Exam ratio: 3:2

TOMG204-07A (HAM)
Hospitality Law
(Points: 20)
This paper provides students with a working knowledge of hospitality law through an examination of the legal process and the structure of the law as it relates to the hospitality industry.
Convenor: Ms Anne Zahra
Internal assessment/Exam ratio: 3:2

TOMG206-07A (HAM)
Food and Beverage Management
(Points: 20)
On completion of this paper the student will understand the management and operational concepts for the management of food and beverage within the hospitality industry.
Convenor: Dr Asad Mohsin
Internal assessment/Exam ratio: 3:2
Corequisites: TOMG216
Restrictions: TOMG205
Note: This paper is limited to 60 students selected by the Course Convenor in order of application to enrol.
Tourism Management

**TOMG207-07B (HAM)**

**Accommodation Management**
(Points: 20)
On completion of this paper the student will understand the management and operational concepts for the management of accommodation within the hospitality industry.
Convenor: Dr Asad Mohsin
Internal assessment/Exam ratio: 3:2
Corequisites: TOMG217
Restrictions: TOMG205
Note: This paper is limited to 60 students selected by the Course Convenor in order of application to enrol.

**TOMG216-07A (HAM)**

**Food and Beverage Management Placement**
(Points: 0)
This paper is only available to students taking TOMG206 concurrently.
Convenor: Not available at time of printing
Internal assessment/Exam ratio: 1:0
Corequisites: TOMG206
Note: This paper is limited to 60 students selected by the Course Convenor in order of application to enrol.

**TOMG217-07B (HAM)**

**Accommodation Management Placement**
(Points: 0)
This paper is only available to students taking TOMG207 concurrently.
Convenor: Not available at time of printing
Internal assessment/Exam ratio: 1:0
Corequisites: TOMG207
Note: This paper is limited to 60 students selected by the Course Convenor in order of application to enrol.

**TOMG300-07B (HAM)**

**Tourism Facilities Management**
(Points: 20)
The tourism industry has become the largest worldwide industry, making the facilities offered to tourists an important part of the growth of this industry. This paper provides students with an understanding and evaluation of the theory and practice of managing and operating a range of tourism and hospitality facilities.
Convenor: Ms Jenny Cave
Internal assessment/Exam ratio: 3:2
Prerequisites: TOMG101 or TOMG201

**TOMG301-07B (HAM), 07B (TGA)**

**Entrepreneurship in Tourism and Hospitality**
(Points: 20)
The majority of tourism and hospitality business in New Zealand and the Pacific are small businesses. This paper is centred on the entrepreneurial activities within the tourism and hospitality industries. The purpose of this course is to investigate issues in the entrepreneurial development of tourism and hospitality businesses in New Zealand.
Convenor: Mr Charlie Panakera
Internal assessment/Exam ratio: 3:2
Prerequisites: ACCT101 and either TOMG101 or TOMG201

**TOMG302-07B (HAM)**

**Tourism and Hospitality Information Systems**
(Points: 20)
The use of technology within the tourism and hospitality industry is becoming a vital ingredient in the operation of both industries. This paper gives students an understanding of the application and management of information technology in the tourism and hospitality industries.
Convenor: Ms Jenny Cave
Internal assessment/Exam ratio: 3:2
Prerequisites: TOMG101 or TOMG201

**TOMG303-07A (HAM)**

**Hospitality Operations Management**
(Points: 20)
Hospitality is an important part of the tourism industry. This paper exposes the student to management of operations including hotel front and back of house, restaurants and bars within the hospitality industry.
Convenor: Dr Tim Lockyer
Internal assessment/Exam ratio: 3:2
Prerequisites: TOMG101 or TOMG201

**TOMG304-07A (HAM)**

**Tourism Accounting and Law**
(Points: 20)
This paper will provide students with a clear instructions in fundamental principles of financial and management accounting as these apply to the tourism, hospitality and leisure management sectors. Students will gain an understanding of the models of legal regulations of the tourism sector and the legal dimensions of the relationship between tourism operators and their clients.
Convenor: Ms Anne Zahra
Internal assessment/Exam ratio: 3:2

**TOST306-07A (HAM)**

**Geographies of Tourism Planning and Development**
(Points: 20)
Please contact the Faculty of Arts and Social Sciences for further details about this paper.
Convenor: Not available at time of printing
Internal assessment/Exam ratio: 3:2
TOMG380-07S (HAM)

Aviation Management
(Points: 20)
The purpose of this paper is to introduce students to the management of aviation within the tourism industry, specifically looking at the operational and development aspects of an airline.
Convenor: Not available at time of printing
Internal assessment/Exam ratio: 3:2

TOMG390-07S (HAM), 07A (HAM)

Directed Study
(Points: 20)
Many tourism industry businesses manage their daily operations without the benefit of timely, relevant research. However, tourism managers should be equipped to understand the role, processes and techniques of research so that they can objectively conduct, or commission, studies to assist them to make informed strategic and operational decisions. This paper leads students through the sequential steps of identifying research issues, planning and conducting data collection, analysis, interpretation and reporting. An issue pertinent to current practice in the tourism industry will be identified by the Course Convenor on behalf of the class and investigated under his/her guidance. This paper is available only to Waikato Management School students with the approval of the Chairperson of Department.
Convenor: Dr Tim Lockyer
Internal assessment/Exam ratio: 1:0

TOMG402-07B (HAM)

Hospitality Management Control and Decision Making
(Points: 20)
The ability to control the assets and make appropriate decisions is an important part of successful management within the hospitality industry. This paper considers those aspects of the subject which are specifically related to the industry and their management and gives students an understanding of the control of assets and decision making within the hospitality industry.
Convenor: Dr Tim Lockyer
Internal assessment/Exam ratio: 3:2
Prerequisites: TOMG301 or TOMG303 is highly recommended

TOMG403-07B (HAM)

Managing Tourism Experiences in the Pacific Rim
(Points: 20)
The Pacific Rim is one of the world’s most rapidly growing tourism regions. Tourism is a major export earner for many of the countries in the region. This paper examines the global, regional and local implications for tourism of change/trends in social, demographic, cultural, political, technological and environmental contexts of the Pacific Rim.
Convenor: Prof Christine Lim
Internal assessment/Exam ratio: 3:2
Prerequisites: TOMG101 or TOMG201 or TOMG202

TOMG461-07A (HAM)

Adventure Tourism – Product Design, Pricing and Management
(Points: 20)
This paper gives students an understanding of adventure tourism, the nature of demand and aspects of design, pricing and management within a New Zealand context.
Convenor: Ms Jenny Cave
Internal assessment/Exam ratio: 3:2
Prerequisites: TOMG101 or TOMG201
Note: This paper is limited to 30 students selected by the Course Convenor in order of application to enrol.

TOMG499-07C (HAM), 07F (HAM), 07M (HAM), 07G (HAM)

Report of an Investigation
(Points: 20)
A 499 Report of an Investigation, is to give an opportunity for students to investigate a management problem within an organisation and prepare a report of their findings. The 499 provides an important bridge between the university classroom and the practical world of management. For many students, this will be their first exposure to the organisational workplace. For further information, contact the Management Student Centre.
Convenor: Not available at time of printing
Internal assessment/Exam ratio: 1:0
Prerequisites: All 100, 200 and 300 level BMS compulsory papers, and at least 40 points at 300 level in the area of study
Restrictions: TOMG599

TOMG501-07A (HAM)

International Tourism and Hospitality Marketing
(Points: 30)
This paper provides students with an understanding of marketing and research from an international perspective and skills relating to the tourism industry. The paper covers an introduction to international tourism and marketing research; appraisal of international tourism markets; understanding diversity and differences in overseas markets; strategies for international tourism in marketing; uses and roles of research in tourism.
Convenor: Dr Asad Mohsin
Internal assessment/Exam ratio: 1:0

TOMG502-07B (HAM)

Tourism Development and the Environment
(Points: 30)
This paper provides students with an opportunity to learn about the tourism industry, and to appreciate the different management issues from a tourism perspective.
Convenor: AProf Alison McIntosh
Internal assessment/Exam ratio: 1:0

TOMG503-07A (HAM)

Hotel and Resort Development
(Points: 30)
This paper provides students with an awareness of the essential issues involved in the management and operations specific to hotels and resorts. The paper covers definitions, history and the hotel and resort industry; resort planning and development; lodging and resort management and operations.
Convenor: Dr Tim Lockyer
Internal assessment/Exam ratio: 1:0
DEVS504-07A (HAM), 07A (NET)

State Policies and Indigenous Economic Development
(Points: 30)
Please contact the Faculty of Arts and Social Sciences for further details about this paper.
Convenor: Not available at time of printing
Internal assessment/Exam ratio: 1:0

TOMG505-07B (HAM)

Tourism and Hospitality Enterprises
(Points: 30)
This paper provides students with an awareness of the essential issues of accounting and financial management practices in the tourism industry.
The paper covers the provision of financial planning and control purposes, accounting for management decisions and reporting, financial assessment and analysis of the establishment.
Convenor: Prof Christopher Ryan
Internal assessment/Exam ratio: 1:0

TOMG506-07A (HAM)

Research Methods in Tourism and Hospitality
(Points: 30)
This paper is offered as an action based learning programme predicated on the assumption that the best way of learning about research is by doing it under guidance. The paper will be undertaken with the support of the Raglan Tourism Information Centre as both our partner and in the role of ‘client’ for the research project.
Convenor: Prof Christopher Ryan
Internal assessment/Exam ratio: 1:0

GEOG507-07B (HAM)

International Migration Issues
(Points: 30)
Please contact the Faculty of Arts and Social Sciences for further details about this paper.
Convenor: Not available at time of printing
Internal assessment/Exam ratio: 1:0

TOMG507-07B (HAM)

Hotel and Resort Operations Management
(Points: 30)
Operations management is an important component of the operation of a hotel or resort. This paper examines the concepts and principles of operations management within these industries.
Convenor: Dr Asad Mohsin
Internal assessment/Exam ratio: 1:0

TOMG508-07B (HAM)

Tourism Forecasting
(Points: 30)
This paper applies forecasting methods within the specific domain of tourism, and therefore considers issues specific to tourism such as the nature of available data and the role of exogenous shocks like September 11, 2001 and SARS. Techniques studied include time series, regression analysis and a consideration of emergent techniques such as artificial neural network analyses. There is an emphasis on the importance of forecasting of NTOs, RTOs and varying tourism stakeholders including those considering capital investments, issues pertaining to environmental sustainability and special interest groups, including Maori.
Convenor: Prof Christine Lim
Internal assessment/Exam ratio: 1:0
Prerequisites: ECON100 or TOMG506

TOMG509-07A (HAM)

Visitor Behaviour, Interpretation and Management
(Points: 30)
This paper provides an advanced-level understanding of tourist behaviour and analyses methods for the management of visitor behaviour in tourism settings, with a particular emphasis on the effectiveness of interpretation.
Convenor: AProf Alison McIntosh
Internal assessment/Exam ratio: 1:0
Note: Entry to this paper is subject to the approval of the Chairperson of the Department.

TOMG510-07B (HAM)

Heritage Tourism Management
(Points: 30)
This paper addresses the significance of heritage for tourism, and provides an understanding of the key issues in the planning, promotion and sustainable management of heritage resources for tourism.
Convenor: AProf Alison McIntosh
Internal assessment/Exam ratio: 1:0
Note: Entry to this paper is subject to the approval of the Chairperson of the Department.

SMST512-07A (HAM)

Marketing and Creative Industries
(Points: 30)
Please contact the Faculty of Arts and Social Sciences for further details about this paper.
Convenor: Not available at time of printing
Internal assessment/Exam ratio: 1:0

ANTH515-07B (HAM)

Ethnographic Research
(Points: 15)
Please contact the Faculty of Arts and Social Sciences for further details about this paper.
Convenor: Not available at time of printing
Internal assessment/Exam ratio: 1:0
ANTH516-07A (HAM)
Pacific Tourism and Development
(Points: 15)
Please contact the Faculty of Arts and Social Sciences for further details about this paper.
Convenor: Not available at time of printing
Internal assessment/Exam ratio: 1:0

GEOG521-07B (HAM)
Advanced Tourism Research
(Points: 30)
Please contact the Faculty of Arts and Social Sciences for further details about this paper.
Convenor: Not available at time of printing
Internal assessment/Exam ratio: 1:0

TOMG590-07S (HAM), 07A (HAM), 07B (HAM), 07C (HAM), 07Y (HAM)
Directed Study
(Points: 30)
Information systems are essential to the operations and management of businesses today. In this paper, students learn how to use and manage information systems to improve decision making, reorganise business processes, conduct electronic commerce and gain competitive advantage.
Classes are in two two-hour sessions each week. Students will take some responsibility for their own learning in this paper.
Convenor: Not available at time of printing
Internal assessment/Exam ratio: 1:0

TOMG591-07C (HAM)
Tourism Management Dissertation
(Points: 30)
A Directed Research Project involves a directed inquiry written up as a research report. A supervisor is appointed to oversee the research. A student is enrolled in this course where the research project is of a type that would not normally be undertaken for a dissertation or a thesis. It might, for example, be a project undertaken for a external organisation or be an extended case study. This paper gives students an opportunity to carry out research or further study in a specialised interest area. Please refer to the department’s Graduate Convenor if you are interested in taking this paper.
Convenor: Not available at time of printing
Internal assessment/Exam ratio: 1:0

TOMG592-07C (HAM)
Tourism Management Dissertation
(Points: 60)
A dissertation/thesis is a sustained piece of original scholarship. It must show a thorough knowledge of, engaged critically with, and make an original contribution to, the literature of a discipline or field. A dissertation is equivalent in workload to two or three papers and a thesis to four papers. Apart from the difference in the length, depth and scope of work, the requirements and formats for theses and dissertations are the same. Each dissertation must be examined by a suitably qualified person, who is external to the School. Each thesis must be examined by a suitably qualified person, who is external to the University.
Convenor: Not available at time of printing
Internal assessment/Exam ratio: 1:0

TOMG593-07C (HAM)
Tourism Management Thesis
(Points: 90)
A dissertation/thesis is a sustained piece of original scholarship. It must show a thorough knowledge of, engaged critically with, and make an original contribution to, the literature of a discipline or field. A dissertation is equivalent in workload to two or three papers and a thesis to four papers. Apart from the difference in the length, depth and scope of work, the requirements and formats for theses and dissertations are the same. Each dissertation must be examined by a suitably qualified person, who is external to the School. Each thesis must be examined by a suitably qualified person, who is external to the University.
Convenor: Not available at time of printing
Internal assessment/Exam ratio: 1:0

TOMG594-07C (HAM)
Tourism Management Thesis
(Points: 120)
A dissertation/thesis is a sustained piece of original scholarship. It must show a thorough knowledge of, engaged critically with, and make an original contribution to, the literature of a discipline or field. A dissertation is equivalent in workload to two or three papers and a thesis to four papers. Apart from the difference in the length, depth and scope of work, the requirements and formats for theses and dissertations are the same. Each dissertation must be examined by a suitably qualified person, who is external to the School. Each thesis must be examined by a suitably qualified person, who is external to the University.
Convenor: Not available at time of printing
Internal assessment/Exam ratio: 1:0

TOMG599-07C (HAM), 07F (HAM), 07M (HAM), 07G (HAM)
Report of an Investigation
(Points: 30)
A Report of an Investigation is available, in appropriate circumstances, to students enrolled in the BMS Honours Programme. A supervisor is appointed to oversee the research. Any research undertaken to fulfill the requirements for this course must have an academic content which is at least equivalent to that required for a Directed Research Project. For further information, contact the Management Student Centre.
Convenor: Not available at time of printing
Internal assessment/Exam ratio: 1:0
Prerequisites: All 100, 200 and 300 level BMS compulsory papers, and at least 40 points at 300 level in the area of study
Restrictions: TOMG499
The Management Student Centre (MSC)

The Management Student Centre (MSC) provides a number of facilities and support services for Waikato Management School students. Centre staff are able to assist students with university-related queries as well as offering programme advice and language and learning appointments. The MSC provides students with somewhere to meet, study, use resources (such as photocopying) and hand in and receive marked assignments. In addition, MSC caters for the needs of Māori and international students, with a mentoring service as well as a Māori and an International Consultant.

The MSC is located in MS1 (behind the Station Café on Hillcrest Road), and is open from 8.45am to 4.45pm Monday to Friday.

MSC Provides:

- Enrolment and programme advice
- Entry and re-entry decisions
- Degree planning
- Student orientation
- Academic support for students
- Employment and scholarship noticeboard
- Assignment hand-in and collection place
- Sale of overhead transparencies
- Copying facilities
- Space for group and individual work
- Language and Learning support
- Student mentors

The Management Student Centre (MSC) is the first place to go for any student enquiries.

Programme Advice, Questions and Problems

MSC has student advisors who are available to help you with questions and problems you may have while you are at university, as well as giving you programme advice. If you would like to see a student advisor you will need to make an appointment with them via MyWeb™ or at the MSC front counter.

WMS Māori Mentors – Ngā Kaiārahi Mātāuranga

The Māori student mentors are a team of senior Māori students who are here to help, support, awhi, tautoko and manāki you during your mahi here at the School. They are available daily for a kōrero on anything you may need help with. The Māori mentors have connections with student services and networks right across the university campus through the Māori staff network – Te Puna Tautoko.

They are here to help you with ANY take or issue, including:

- Academic support for your papers
- Dealing with academic departments, lecturers and tutorials
- Resources and study tips
- Whanau and money issues
- Links to Māori support services and networks
- Exam and test preparation

Our goal is to focus on helping you achieve your academic goals through support and extra academic help for classes when you need it. We are here for all Māori management students. The Māori mentors are senior students who have been there, done that and want to make sure that your study with us is successful.

Māori mentors are available every week day

Office hours are: 1pm-4.45pm

Location: Room G.03B in the Management Student Centre (MSC)

Make an appointment via the MSC booking system or drop by for a kōrero.

Email: maorimentors@mgmt.waikato.ac.nz or
Phone: 07 838 4466 ext 7918

www.waikato.ac.nz/tautoko

Language and Learning

Language and learning development support is offered to all Waikato Management School students who wish to use the service. Language and learning development support tutors offer advice and guidance with writing, reading, and oral tasks, and they can also help you to come to terms with academic skills such as mastering APA referencing and avoiding plagiarism. Our philosophy is very much one of helping you to help yourself.

One-to-One Tutorials

One-to-one tutorials last for 30 minutes. In that time we can help you with either written or oral assignments. We can offer advice and guidance on ways to improve your language and learning skills but, in line with our philosophy of helping you to help yourself, we will not simply correct your work for you or tell you what to include in your assignments. In addition, please remember that we are not experts in the content of the papers you are studying. We are language and learning experts and it is language and learning skills we aim to develop in you.

For a one-to-one tutorial involving written coursework you can bring either:

1. A MARKED assignment, with the marking schedule/guidelines and any notes/comments from your lecturer/tutor; or
2. The outline PLAN for an assignment which has not yet been submitted and marked, with the assignment guidelines; or
3. Your FIRST DRAFT of an assignment which has not yet been submitted for assessment, with the assignment guidelines.

We will not look at assignments that are due in on the SAME DAY as your appointment with us, as this would not leave you enough time to think about our advice or enough time to follow up on the learning materials we advise you to consult to improve your performance.

You can also come to see us if you:

- Have any questions about New Zealand culture and lifestyle that you don’t understand.
- Want to practise your speaking skills.

We are here to help you reach your true potential, so please also bring an open mind...
and a willingness to learn when you come to see us.

To book a One-to-One Tutorial go to MSC Bookings under the Utilities and Reports heading on your MyWeb™ page and follow the directions.

**Academic Skills Building Programme**

Each semester the Language and Learning Development tutors offer a 12 session Academic Skills Building Programme. The programme is designed to orientate new students to the academic environment in WMS. Domestic and international students who are in their first semester are strongly advised to enrol for this programme. The programme offers academic advice and guidance on the following areas:

- Your WMS lecturers’ expectations
- Using the ideas of others correctly in your writing: paraphrasing, summarising and direct quotation
- Using the ideas of others correctly: referencing your sources and avoiding plagiarism
- Constructing a “Western-style” academic essay
- APA referencing conventions and practice
- Report writing
- Group work
- Oral presentations
- Case studies
- Critiques
- Literature reviews
- Exams and tests

Information on the timing of the sessions will be provided to students at Orientation prior to the beginning of each semester. Students can also contact msc@mngt.waikato.ac.nz to learn more about the timing and venue for each semester’s programme.

**Cultural Hour Conversation**

Every week the Language and Learning Development tutors offer international students an opportunity to practise and develop their oral English skills in a relaxed, friendly and non-academic environment. We meet from 1-2pm each Wednesday in what is known across the university as Cultural Hour. No classes or lectures are scheduled for this hour each week. If you want to find out more about our Cultural Hour Conversation sessions, come and talk to us in MS3 or email msc@mngt.waikato.ac.nz

**MyWeb™**

MyWeb™ is an internationally acknowledged web support system, which is a personalised portal linking programmes of study, research and people. MyWeb™ is a one-stop website for access to materials, grades for papers you are enrolled in, Waikato Management School databases, email, the University Shopping Mall, enrolling in tutorials, and more.

MyWeb™ appears on your desktop when you log on in the Waikato Management School computer labs.

It can also be accessed from http://www.myweb.ac.nz/. Simply enter your username and password at the prompt and a page of useful personalised links will appear.

For any off campus computer enquiries you can contact the Waikato Management School Helpdesk at wms_helpdesk@waikato.ac.nz or 0800 454 599.

**Enrolment**

**Changing Your Programme of Study**

If you wish to withdraw or change a paper or papers in your programme of study, you have until the second Friday of semester to do so with a full refund of fees. To change your programme of study, qualification or major log on to the iWaikato website and choose the Re-enrol/Change enrolment link (found under Quick Links). Ask for assistance in the Computer Labs if you are having problems.

**Enrolling in Tutorials**

There are two ways to enrol in tutorials.

1. **In the Computer Labs:**
   1. Enter ‘wms-tutorial’ in the username box when logging on. You won’t need a password
   2. Enter your ID number and your barcode from your ID card. Click on ‘Find’. The papers you are enrolled in should then appear. (If the papers are incorrect you will need to see an MSC advisor)
   3. Double click on the appropriate paper and choose the ‘Tutorial, Seminar, Workshop’ option
   4. Highlight the time you wish to attend and click on ‘Join’ (You can see who else is in that particular tutorial or withdraw from a tutorial time slot by clicking on the appropriate buttons)
   5. Click on ‘Exit’.

You can provisionally join tutorials for papers you are changing into by clicking ‘Add’ on the first screen. Note: This does not mean that you are enrolled in this paper. You will still need to go through the formal Change of Enrolment procedure.

2. **Via MyWeb™:**
   1. Log into MyWeb™ (http://www.myweb.ac.nz/)
   2. Click on your paper link
   3. Click on the ‘Timetable or Groups’ link for each paper
   4. Click on the radio button next to the time you want to have your tutorial. A window will come up telling you which group you have joined.

**Re-enrolling**

You need to complete an Application to Enrol 2 (ATE2) to enrol in your second and consecutive years of study at Waikato Management School. You can collect this form, along with the Student Handbook, from MSC towards the end of B semester each year or apply to re-enrol online through iWaikato.
Competency Modules

Writing Competency Module (WCM)

The Writing Competency Module (WCM) is a self-directed learning module designed to test your ability to recognise common errors in written English so that you can avoid these errors in your own writing.

The module consists of a series of online learning materials, a required text and online tests.

The Writing Competency Module is compulsory if you are enrolled in one of the following Waikato Management School programmes in 2007:

- BMS
- BMS/LLB
- BMS/BSC
- BECom
- BCS [with a WMS major]
- BTour [when taking tourism as a WMS major]
- any diploma or graduate diploma

You must successfully complete the WCM before the end of your first semester in Waikato Management School. Passing the WCM is a requirement for all the programmes listed above. Please note: If you transfer in 2007 from a previous programme e.g. a BMS into a new programme e.g. a graduate diploma, the WCM will be a compulsory requirement for your new qualification.

All other WMS students are strongly encouraged to take the Writing Competency Module at their own pace and in their own time. Completing the module successfully will greatly strengthen your written English skills.

You will find more information on the WCM by clicking on the Writing Competency link on MyWeb™ (look under Quick Links).

Computer Competency Modules (CCM)

In addition to academic work, we place great emphasis on our students’ ability to access information and use applications on computers.

To successfully complete the CCM you must satisfactorily complete multichoice online tests in:

- General knowledge of Waikato Management School computer systems
- Microsoft Word
- Microsoft Excel

If you are enrolled in the following degrees, you must complete the above tests:

- Bachelor of Management Studies (BMS)
- Bachelor of Management Studies/Bachelor of Laws (BMS/LLB)
- Bachelor of Electronic Commerce (BECom)
- Diploma in Management

The tests are available from MyWeb™.

Each test consists of a number of questions chosen at random from a bank of questions on that subject. You may attempt each test as often as you like until you pass. The pass threshold is 100% for all the general knowledge tests and 90% for the Word and Excel tests. More details are available from the CCM website – it is available once you enrol in the CCM paper.

To enrol in the CCM via MyWeb™:

1. Under the Quick Links heading near the top left hand corner of the screen heading, click on the Computer Competency link. A new browser window appears
2. Tick the box to join the CCM for 2007
3. Close the browser window
4. To display the CCM link you need to refresh MyWeb™ – right click on the screen and choose refresh.

The link to the CCM should appear with the rest of your papers.

At the end of the year the CCM results are sent to the Management Student Centre and are added to your student record.

Using the Online Timetable

Just before the beginning of the semester it is a good idea to check your timetable on the internet as sometimes the lecture times for a paper change. To be sure you have the most up-to-date information, check the site: http://timetable.waikato.ac.nz/

Printing a Timetable

Firstly, make sure you are looking at the 2007 timetable page, then click on ‘Create a Timetable’. Type in the paper codes of the papers you are taking in the specific semester (for example: ACCT101-07A MCOM102-07A STMG191-07A MKTG151-07A). Scroll down a little and select ‘Lectures only’ and ‘Printable version’, then click ‘Create’. This will bring up the times of all your lectures and the rooms they are in (HINT: the room numbers are underlined).

In addition to your lectures for each paper, you will also need to attend a weekly tutorial (or workshop) for each paper that you are studying. At your first lecture for each paper you will be given a list of tutorial times to choose from. You can then sign up for them using MyWeb™

Buying Your Textbooks

Most university papers require you to purchase a textbook. It is best to wait until you go to the first lecture for each of your papers to find out which textbook to buy and whether it is necessary to buy the textbook (some lecturers say that the book isn’t essential). You can buy your textbooks on campus from Bennetts bookshop. Students will usually get a discount on textbooks they purchase from Bennetts. You could also be lucky enough to find the required textbook at a second-hand bookshop or advertised on noticeboards around the School.

Some papers have required paper readings (an assortment of articles put together by the lecturer) instead of textbooks. These readings can be ordered online via the shopping mall, or bought through the Campus Copy shop.

Computer Labs

Waikato Management School has excellent computing facilities. The computer labs have up-to-date hardware and software, internet access, and a pleasant working environment. Computer labs are located in MSBO (Level 0 of the Management Studies Building), and in the MS6 building (far end of the lower staff car park). Each lab has lab assistants to help with computer problems. The hours they work are posted on their office doors (MSG.G.06 and MSBO.24). You can also use the computers in the Information Commons in the library.
By logging on to the computers in the Waikato Management School labs, students agree to abide by our ‘conditions of use’ policy. The conditions of use are on notice boards in both labs.

Your Computer Account
Once you have formally enrolled in a management paper or programme, your computer account is automatically created. You can find out your personal username and enable your account in the computer labs or via MyWeb™.
A computer account consists of a username and a password. You need both of these to log onto a computer. Once you have your Student ID card you can enable your account by going to the computer labs and asking a lab assistant or logging on to http://www.myweb.ac.nz/ and clicking on the ‘First Time User?’ link.

Unica$h Account
Your Unica$h account allows you to print your work, use the internet, use the online shopping mall and purchase floppy disks or headphones. You can use EFTPOS, credit card or purchase a TRAC card to put funds on your computer account. You can check your Unica$h account balance at any time by clicking on the Account Balance link within MyWeb™.

Adding money to your Unica$h account
In the computer labs, go to the terminal with the EFTPOS kiosk. Follow the instructions on screen to transfer money from your bank account to your Unica$h account.

After Hours Access
Management students can have 24 hour access to the labs by applying for a swipe card from the Security Office. Swipe cards can be purchased from Security (B Block Annex, located between B Block and the Law School) between 10.30am to 12 noon and 1pm to 3pm, Monday to Friday. You must take your Student ID card with you in order to get a swipe card.
If you are a new student enrolled in a Waikato Management School qualification and do not have a swipe card, the card will cost you $15.
If you are a returning student enrolled in a Waikato Management School qualification, and you already have a swipe card, you will need to visit Security to re-activate your card. There is an annual $10 reactivation charge.
Without a swipe card you will be unable to enter the labs or log on to the Waikato Management School computers after hours.

Internet and Email Access
Sending and receiving email is free. Internet use (except when accessing Waikato University pages) is charged at the rate of 5c per megabyte. Internet costs are deducted from your Unica$h account each hour.
The email programme that the University of Waikato and Waikato Management School students use is Microsoft Outlook. There is a separate handout available from the labs which explains how to use Microsoft Outlook. When you enable your email account, you can access your email from anywhere via MyWeb™.

Ordering Paper Materials on the Web
Some papers require you to order paper materials, such as readings. You can do this via the Shopping Mall on MyWeb™. To make an order:
1. Log on to MyWeb™ (http://www.myweb.ac.nz/)
2. Click on the Shopping Mall link (found under the University links). The cost of items that you purchase from the Shopping Mall is deducted from your Unica$h account.
3. Follow your way through the screens. When you have finished, a message will appear to either confirm your order or to indicate any problems, e.g. insufficient funds in your account.

Saving Your Work
Every student enrolled in a management paper has 40 MB of space on one of our School servers called Titan (T:\ Drive) to store course-related material. You also have 40 MB of server space on an ITS server, called Studhome (H:\ Drive). Both drives can be accessed from the Drives folder on lab machines or off-campus via MyWeb™.
You can also save your work on to floppy disks (A:\ Drive) or USB memory sticks.
There are also CD writers available on the ‘Quick Stop’ computers in each lab.
We recommend that you regularly backup your work to either disk or on a server.

Printing Your Work
Laser printouts cost 10c per page. Laser printers are located throughout the labs. Colour printing is also available at a cost of $1 per page.
The printers in the labs print duplex (double-sided) by default.

Logging Off
It is VERY important to remember to log off after you have finished using a computer, otherwise someone else could send messages etc. under your name, or use the funds in your Unica$h account. To log off at the end of your session, simply double-click on the ‘Log-Off’ icon on the desktop (the main screen).

Masterate Students
Two computers and a physical bulletin board are available in MS6 for sole use by masterate students.

Submitting Your Assignments
If you are instructed to hand in your assignment at MSC you must have a cover page attached to it. To print out a cover page, click on the ‘Cover Sheet’ link on MyWeb™. The cover page displays your name, ID number, paper title, assignment code, and a barcode.

Printing a Cover Page
1. Check your name and student ID number are correct
2. Select the appropriate paper from the drop down list
3. Select the appropriate component from the drop down list
4. Please choose HTML format
5. Click on the “Generate cover sheet” button
6. Read the assignment certification message screen and click the appropriate button
7. Your cover sheet will appear, check that the details are correct, i.e. the correct assignment cover page for the correct paper. (This is important because some papers may have more than one assignment, all requiring a separate cover page.)
8. Print your assignment cover sheet.
It will not cost you anything to print the cover page -- the cost is covered by Waikato Management School.

When you have attached your cover page to your assignment place it in the box designated for YOUR paper (you will find the boxes in the foyer of MSC as you come in the door. Look for the box with your paper code on it). These boxes are cleared promptly at the time the assignment is due and then entered into the assignment database as received. This ensures that there is always an accurate record of who has handed in their assignments.

Submiting Electronic Assignments
Waikato Management School provides a service to enable you to submit assignments electronically through MyWeb™. This is a convenient and safe method. The system will allow submissions of your assignment up to 24 hours after the due date and time. However late assignments usually incur penalties. Once you have uploaded an assignment you can delete it and resubmit another version up until the time the assignment is due.

Submiting Late Assignments
Handing assignments in after the submission time may incur late penalties, such as deducted marks or a lower grade. As each paper may differ in the number of marks deducted, it is best to consult your paper outline, or contact the paper controller. If you do hand in your assignment late, it must still have a bar-coded cover page, and you must hand it directly to a staff member at the MSC Helpdesk. They will stamp it with the time and date it was handed in, add it to the assignment database and then send it on to the appropriate paper controller.

Note: If you need an extension or wish to discuss a late assignment, you will need to contact the controller for that paper. If you don’t know where the paper controller’s office is, the MSC counter staff can help you, but it is your responsibility to make contact with the controller and explain your situation.

Handing in Assignments After Hours
If you need to hand in your assignment and MSC is closed, you can place the assignment in the ‘After Hours’ box, which is cleared each weekday morning. You will find this box by the set of double doors leading onto the open walkway from ELT (Eastside Lecture Theatre – the building joined to the MSC).

Note: If MSC is open, DON’T put your assignment in this box! If you do, it may not be cleared until the following morning, and consequently your assignment will be marked as ‘late.’

Photocopying and the TRAC Card
The TRAC card is essential for photocopying. These can be purchased with cash from a machine in the Central Library. Each card costs $5, and includes $1.10 for the card and $3.90 worth of photocopying. You can keep the same card indefinitely, and add more money to it as necessary. The machines do not take coins or give change, so the minimum amount you can add to the card is $5. Money can also be transferred from your TRAC card to your Unica$h account, but NOT the other way around.

Photocopying OHTs
If you plan to photocopy onto overhead transparencies (OHTs) using the photocopieters in MSC, you will need to purchase the OHTs from the MSC counter. OHTs cost 50c each. Please do not use OHTs bought elsewhere as they may melt, causing costly damage to the photocopiers. If you need any help with any aspect of your photocopying, please do not hesitate to ask one of the MSC counter staff.

School Publications
Waikato Management School’s publication website contains electronic documents (PDFs) of various Waikato Management School publications including a constantly updated version of the Student Handbook. To view, print or order one of these publications please visit www.management.ac.nz/publications

Class Representatives
Students in each paper elect one or two class members as class representatives. Class representatives have two functions. The first function is liaison. A class rep’s role is to represent the interests of the class to the lecturer and the department, and also to act as an intermediary between the class as a whole and the department as a whole. Class reps have a very important part to play in making communication possible between their class and academic staff and promoting constructive change. As class reps are in-touch with the day-to-day issues that students face, they are a very important link between the university and the wider student body.

The second function of a class rep is to work on committees. Class representatives can be elected to represent student interests on university committees. All representatives attend Subject Committee meetings regularly held in their departments. The Subject Committee is a place for students to air concerns and to consult with other students, and it is the group from which students are elected to the Board of Studies. Class representatives are then elected from the Board of Studies to the Academic Board and other university committees.

The primary role of a class representative is to present, and help resolve, concerns and issues raised by members of the class.

For more information on class representation, visit http://www.waikato.ac.nz/sasd/enrolment/studrep1.shtml
Waikato Management School Student Organisations

Waikato Management School Student Social Club
The Waikato Management School Student Social Club (WMSSSC) is set up to provide social and cultural activities for Waikato Management School students in order to create a sense of community within the School. The operation and success of this club depends on the level of student interest.

The aim of the WMSSSC is to provide a series of events throughout the year for Waikato Management School students to celebrate successes and to have fun in a social setting.

If you are interested in developing practical skills to complement your studies, join the Waikato Management School Student Social Club! Recruitment takes place the first week of A semester, so keep an ear out for information or contact the Management Student Centre.

Te Ranga Ngaku Incorporated – Māori Management Student Network
Te Ranga Ngaku (TRN) is an established Māori student network within the Waikato Management School (WMS). The kaupapa of the rāpu is to encourage whakawhanaungatanga of all Māori students through Manākitanga, Awhi, and Tautoko. TRN is here to support and promote the activities and interests of all Māori management students.

TRN is governed by an executive committee and meets regularly with the Dean, raising issues on behalf of tauira Māori. TRN has a national reputation as being the most active Māori student network in commerce and business, looking after our Māori tauira from study within the WMS to corporate Aotearoa and beyond.

Make sure you are a part of the rāpu – come and have a korero, meet the whanau, have a nohi, and see what you can be a part of this year and how TRN can help you.

TRN has its own study room in the MSC, hold regular network hui, and runs initiatives such as the noho marae whakawhanaungatanga, social sports, the haerenga employer networking trip and the study week wānanga.

Whakapiri mai tātou kia kotahi ai.
To find out more email terangangaku@gmail.com or go to www.waikato.ac.nz/tautoko
Or contact:
• Māori Consultant
• Kaitautoko Advisor
• Māori Mentors

AIESEC
Present in over 800 universities in over 90 countries and territories, AIESEC, the world’s largest student organisation, is the international platform for young people to discover and develop their potential so as to have a positive impact on society.

Towards this aim, we provide the AIESEC Experience and run more than 350 conferences, provide 4000 work abroad opportunities, and offer over 5000 leadership positions to our members each year. Together with a focus on building personal networks and exploring the direction and ambition of their future, AIESEC has an innovative approach to engaging and developing young people.

Our partner organisations, literally thousands from all sectors, look at AIESEC as a way to support the development of young people and to have access to high potential young talent around the world.

Our alumni are leaders within these organisations and their communities – using the experience, skills and increased vision that AIESEC gave them to be agents of positive change.

AIESEC in the Waikato is one of four local member committees in New Zealand and is based at the Management Student Centre. AIESEC gives young, action-orientated individuals practical opportunities to develop the skills and awareness necessary to become globally minded, socially responsible leaders of tomorrow through international exchanges and links with the local business community. If students are looking to add another dimension to their undergraduate degree and would like the opportunity to meet new people and gain practical skills, they should join AIESEC.

For further information, email aiesec@waikato.ac.nz, or look out for posters that detail meeting times and venues.

Adult Learners Network
The Waikato Management School’s Adult Learners Network started in August 2002. The network is designed for adult learners to provide:
• Workshop information from departments such as TLDU (Teaching and Learning Development Unit) and Language and Learning Support
• Assistance in establishing adult learner study groups
• Participation and information on Adult Learners Week held in September every year
• Support for Waikato Management School nominees to the Vice Chancellor’s Adult Learner Awards
• A network for adult learners studying at Waikato Management School

Registration for the network is ongoing and forms can be collected from and returned to the Management Student Centre.
Scholarships

Students who are citizens or permanent residents of New Zealand may be eligible for a range of scholarships including the University of Waikato and New Zealand Vice Chancellors’ Committee Scholarships. A number of these scholarships are quite general in coverage and support study in a variety of institutions and schools of study, including Waikato Management School.

For more information consult the BreakOut Scholarship Database at: www.fis.org.nz/BreakOut/

The University of Waikato Scholarships Office welcomes students who want to find out more information on available scholarships and how to apply. For further information, please contact:

Scholarships Office
Phone: 07 838 4964 or 858 5195
Email: scholarships@waikato.ac.nz

Or consult the University of Waikato Scholarships web page at: www.waikato.ac.nz/research/scholarships/scholarships_and_prizes.shtml

The majority of the scholarships listed below are available to support study and/or research specifically at Waikato Management School. Regulations and application forms for these scholarships can be found at the university scholarship website.

Please note that these scholarships are subject to change.

Bartlett Scholarship

This scholarship was established in 2000 in memory of John Bartlett of Hamilton. The scholarship is awarded annually to a school leaver enrolling at Waikato Management School for their first year of full-time study and who is taking at least one paper in accounting in the year of tenure. The scholarship is awarded on the basis of academic excellence, as evidenced by the applicant’s school study record including examination results from the last year at secondary school. Financial need is also taken into consideration.

The scholarship has a value of up to $1250 and is tenable for one year. Applications close on 31 March each year.

Bren Low Memorial Scholarship

The purpose of this scholarship is to encourage students to study in the area of public relations. The Bren Low Scholarship is open to BCS and BMS students who:

- Are enrolling in a full-time programme in their final year of study towards the BCS or BMS in the next academic year
- Are majoring in public relations or management communication
- Have excellent written and verbal communication skills
- Have shown good overall academic performance
- Are enrolled in or have completed MCOM235, MCOM237 and/or MCOM333.

The value of the award is at the discretion of the trustees but may be up to $4000. Applications close on 31 August each year.

Brian Smith Memorial 499/599 Scholarship

The Brian Smith Memorial 499/599 Scholarship was established in 1999 in memory of Professor BV Smith, Director of Undergraduate Studies from 1991 to 1998. The purpose of the award is to enable a 499/599 student to undertake research in a business situation. The research conducted will be towards their 499 or 599 Report of an Investigation paper. The Brian Smith Memorial 499/599 Scholarship is awarded to a Bachelor of Management Studies student enrolling in their 499 or 599 on the basis of academic merit and personal character.

The scholarship has a value of $1500 and is awarded twice annually. Applications close on 31 March and 31 August and are awarded in the year of application.

Brian Smith Memorial Entrance Scholarship

The Brian Smith Memorial Entrance Scholarship was established in 1999 by Waikato Management School in memory of Professor BV Smith, Director of Undergraduate Studies from 1991 to 1998. The purpose of the award is to provide financial support to a first year Waikato Management School undergraduate student.

The scholarship is awarded to an intending first year full-time undergraduate Waikato Management School student on the basis of:

- Academic merit and character
- General all-round achievement and community group involvement
- Financial need

To be eligible to take up a Brian Smith Memorial Entrance Scholarship the candidate must enrol full-time in the first year of study of an undergraduate degree offered through Waikato Management School. Applicants must be either a New Zealand citizen or a permanent resident.

Two scholarships are available each year. The value of each award is $1800. Applications close on 1 December each year for awarding in the following year.

Chamber of Commerce Tauranga Business Scholarship

This scholarship has been established for the benefit of members of the Tauranga Chamber of Commerce to assist a participant to undertake study for the Postgraduate Diploma in Management Studies (PGDipMgtSt).

The scholarship is awarded annually to assist a participant to undertake one year of study at the University of Waikato’s Tauranga Campus.

The scholarship will be offered on the basis of:

- Past academic performance
- Contribution to business and the community
- Management experience
- Leadership potential

To be eligible to apply for the scholarship candidates must meet the following conditions:

- Have a tertiary or relevant professional qualification (in some cases the requirement for formal degree qualifications may be waived where relevant practical experience is deemed to offset the need for prior tertiary study)
- Have a minimum of five years’ relevant work experience
- Own or be employed by a business or organisation which is a member of the Tauranga Chamber of Commerce
- Be a New Zealand citizen or permanent resident of New Zealand
- Have the support of his/her employer
- Not currently be enrolled in a Postgraduate Diploma in Management Studies with Waikato Management School

Short-listed candidates will be required to outline how they expect the postgraduate
The value of the scholarship is equivalent to one year’s fees (four papers in the first year of study) of a two-year PGDipMgtSt programme in Tauranga. The successful candidate will be expected to complete the PGDipMgtSt programme. Applications close each year on 30 September.

**First Capital Scholarship in Finance**
This scholarship is awarded annually to a student who will complete a bachelor degree, masters degree or postgraduate diploma, with a major in finance, finance and mathematics, or finance and economics, in the year following application. Selection criteria are:
- Academic merit
- Aptitude in finance
- Character
- General business knowledge

Credit Suisse First Boston may use information from applications as part of their recruitment programme. Applicants are required to be a full-time student and be either a New Zealand citizen or a permanent resident of New Zealand.

The scholarship has a value of $2000 and is tenable for one year. Applications close on 23 March each year.

**KR Sustainable Enterprise Ideas Scholarships**
Kevin Roberts is CEO Worldwide of Saatchi and Saatchi and is based in New York. He is also CEO in Residence at the Judge Business School at Cambridge University and Professor of Sustainable Enterprise at Waikato Management School.

The purpose of the Sustainable Enterprise Ideas Scholarships is to encourage, promote and reward original and creative ideas among young people that will create a better, more sustainable future for New Zealand communities. The scholarships reflect the value Kevin Roberts places on generating and implementing new ideas to bring about a sustainable future for New Zealand.

The scholarships are for secondary students who enrol in Waikato Management School in the year following their final year at a New Zealand secondary school.

To be awarded a Sustainable Enterprise Ideas Scholarship, an applicant must demonstrate creativity by submitting an original idea for a project that will create a better, more sustainable future for their home town (or a community they know well), a description of how he or she would implement the idea, and a statement of the anticipated benefits to that community, and:
- Be enrolled for the NCEA Scholarship, Level 3 or Level 2 qualification or equivalent in his or her final year at a secondary school in New Zealand at the time of application AND
- Be enrolled as a full-time, full year undergraduate student in Waikato Management School in the year in which the scholarship is awarded AND
- Be a New Zealand citizen or permanent resident

Each scholarship is worth $4000 and up to three scholarships may be awarded annually. Applications close on 30 November and are awarded in the following year.

**PricewaterhouseCoopers Masters Scholarship**
This scholarship has been established by PricewaterhouseCoopers to assist a student to undertake masters level research in a business relevant topic in the areas of accounting, finance or economics at Waikato Management School. The scholarship is offered on the basis of:
- Past academic performance
- Academic quality of the proposed research
- Perceived benefits of the research to business
- Leadership potential

To be eligible to apply for a PricewaterhouseCoopers Masters Scholarship candidates must meet the following conditions:
- Have achieved a minimum A- grade average in the last two semesters of university study
- Have majored in one or more of the following areas of study – accounting, finance or economics
- Be a New Zealand citizen or permanent resident of New Zealand.

The scholarship is awarded annually and held for one year, and has a total value of $20,000. The closing date for applications is 15 November in the year preceding the masters study.

**Priority One Management Scholarship**
This scholarship has been established for the benefit of members of Priority One to assist a participant to undertake study for the Postgraduate Diploma in Management Studies (PGDipMgtSt). Priority One is the Western Bay of Plenty region’s economic development organisation, established in 2001 by the business community in partnership with local authorities.

The Priority One Management Scholarship is awarded annually to assist a participant to undertake one year of study at the University of Waikato’s Tauranga Campus.

The scholarship is offered on the basis of:
- Past academic performance
- Contribution to business and the community
- Management experience
- Leadership potential

To be eligible to apply for the scholarship candidates must meet the following conditions:
- Have a tertiary or relevant professional qualification (in some cases the requirement for formal degree qualifications may be waived where relevant practical experience is deemed to offset the need for prior tertiary study)
- Have a minimum of five years’ relevant work experience
- Own or be employed by a business or organisation which is a member of Priority One
- Be a New Zealand citizen or permanent resident of New Zealand
- Have the support of his/her employer
- Not already be enrolled in a Postgraduate Diploma in Management Studies with Waikato Management School
- Short-listed candidates will be required to outline how they expect the postgraduate qualification and study would positively impact on their business and therefore the Tauranga and Bay of Plenty economy

The value of the scholarship is equivalent to one year’s fees (four papers in the first year of study) for a two-year PGDipMgtSt programme in Tauranga. The successful candidate will be expected to complete the PGDipMgtSt programme. Applications close each year on 30 September.
Waikato Times Scholarship in Communication Studies

The Waikato Times, Hamilton city and the Waikato region’s daily newspaper established this scholarship to support the development of communication skills by students. Created in recognition of the 40th anniversary of the founding of the University of Waikato, the Waikato Times offers this scholarship to a student attending the University of Waikato who is enrolling in the first year of the Bachelor of Communication Studies degree (BCS).

Applicants are required to enrol as full-time students in an undergraduate degree at the University of Waikato (a minimum number of 120 points) for the first year of the Bachelor of Communications Studies degree (BCS).

At the discretion of the Waikato Times, a scholar may be offered vacation employment with the company in a field related to the scholar’s study, during or after the tenure of the scholarship. The company is under no obligation to offer such employment to scholars, and the scholar is under no obligation to accept such an offer of employment.

The scholarship is awarded annually and has a value of $4000 per year, comprising $3000 towards tuition fees and $1000 for the purchase of books and study materials. The scholarship is tenable for one year. However, scholars who successfully complete the full-time programme in which they are enrolled may apply to have their scholarship extended for a subsequent year of their study.

The closing date for applications is 31 October in the year prior to that in which the award will be taken up.

WMS International Exchange Scholarships

These scholarships have been established to enhance awareness and foster interest in exchange programmes offered by the University of Waikato.

The scholarships are offered:
- To encourage students to participate in exchange programmes
- To provide financial support to students approved for exchange programmes
- To promote exchange destinations most relevant for management

The WMS International Exchange Scholarships are awarded twice a year for exchanges in A semester and B semester and are offered on the basis of:
- Academic performance
- Perceived benefits of the exchange programme
- Reasons for choosing particular institution/country

To be eligible to apply for a WMS International Exchange Scholarship candidates must meet the following conditions:
- Have completed at least one year of study at Waikato Management School and be eligible to apply for exchange programmes
- Have been accepted into a University of Waikato exchange programme
- Apply to institutions listed as recommended institutions
- Be New Zealand citizens or permanent residents of New Zealand
- Be full-time students at Waikato Management School
- Preference will be given to students who have achieved a minimum of an A-grade average in the last two semesters

Ten International Exchange Scholarships will be awarded each year. They comprise:
- A cash payment of $2500 for students participating in exchange programmes in Europe,
- $2000 for students participating in exchange programmes in USA, Canada and Mexico,
- $1500 for students participating in exchange programmes in Asia.

Waikato Management School Prizes

Prizes are awarded on the recommendation of a Chairperson of Department for the achievement of academic excellence in one or more papers. Unlike most scholarships there is no requirement or provision to apply for these prizes. Students are personally advised in writing if they have won a prize. Waikato Management School prizes are listed below but are subject to change.

Centre for Corporate & Executive Education

- **ANZ Financial Advisory Services Prize in Personal Financial Services** is awarded to the top student in the Postgraduate Diploma of Personal Financial Planning paper EXEC787 Comprehensive Financial Plans and has a value of $1000
- **ANZ Financial Advisory Services Prize in Risk Management** is awarded to the student with the best aggregate results for the Postgraduate Certificate of Risk Management papers EXEC742 Planning and Evaluation for Insurers and EXEC743 Comprehensive Insurance Plans and has a value of $1000

Department of Accounting

- **Beattie Rickman Prize in International Tax** is awarded to the top student of the year in the paper ACCT551 International Tax Strategies. The prize consists of a book or books approved by the Chairperson of the Department to the value of $250
- **Beattie Rickman Prize in Taxation** is awarded to the top student of the year in the paper ACCT351 Taxation. The prize consists of a book or books approved by the Chairperson of the Department to the value of $250
- **CCH Advanced Taxation Prize** is awarded to the top student of the year in ACCT451 Advanced Taxation. The prize is a selection of CCH New Zealand books to the value of $500
- **Grant Thornton Prize in Accounting Theory** is awarded to the top student of the year in the paper ACCT301 Accounting Theory and has a value of $1000
- **New Zealand Institute of Chartered Accountants Prize in Accounting for Management** is awarded to the top student of the year in the paper ACCT101 Accounting for Management and has a value of $250
- **New Zealand Institute of Chartered Accountants Prize in Financial Accounting** is awarded to the top student of the year in the paper ACCT202 Intermediate Financial Accounting and has a value of $300
- **New Zealand Institute of Chartered Accountants Prize in Advanced Financial Accounting** is awarded to the top student of the year in the paper ACCT402 Advanced Financial Accounting and has a value of $500
- **PricewaterhouseCoopers Prize in Accounting Information Technology and Systems** is awarded to the top student of the year in the paper ACCT313 Accounting Information Technology and Systems and has a value of $1000
- **PricewaterhouseCoopers Prize in Auditing** is awarded to the top student of the year in the paper ACCT341 Auditing and has a value of $1000
- **PricewaterhouseCoopers Prize in Financial Accounting** is awarded to the top student of the year in the paper ACCT302 Financial Accounting and has a value of $1000
- **Staples Rodway Award** is awarded to the student gaining the highest marks during the year in ACCT231 Management Accounting: Accounting for Organisational Control and has a value of $1000
Department of Economics

- **Bill & Joan Flower Trust Prize in Environmental Economics** is awarded to the top student for the year in ECON315 Environmental and Natural Economics (certain other conditions apply) and has a value of $500
- **Bill & Joan Flower Trust Prize in Global Economics** is awarded to the top student for the year in ECON200 Macroeconomics and the Global Economy and has a value of $500
- **Brendan Thompson Prize** is awarded to the top student for the year in either ECON306 International Trade and Finance or ECON406 International Trade and Finance and has a value of $250
- **Foundation Professor’s Prize in Economics** is awarded to the top student for the year in ECON202 Microeconomics and Business Economics and has a value of $250
- **Frankton Te Rapa Jaycees Prize** in Economics is awarded to the top student for the year in ECON204 Quantitative Methods for Economics and Finance and has a value of $250
- **JT Ward Prize in Economics** is awarded to the top student for the year in ECON100 Business Economics and the New Zealand Economy and has a value of $250

Department of Finance

- **PricewaterhouseCoopers Prize in Corporate Finance** is awarded to the top student of the year in the paper FINA311 Corporate Finance and has a value of $1000
- **The Institute Prize – Australasian Institute of Banking and Finance** is awarded to a top student for the year who will complete an undergraduate or graduate qualification, with a major in finance, during the next academic year. The prize has a value of $300 and the recipient will be publicly recognised in an issue of the AIBF magazine The Journal of Banking and Financial Services

Department of Management Systems

- **Gallagher Group Prize in Management Information Systems** is awarded to the top student for the year in the paper MSYS351 Management Information Systems. The prize has a value of $1000
- **Gallagher Group Prize in Operations Management** is awarded to the top student for the year in the paper MSYS376 Foundations of Operations Management. The prize has a value of $1000
- **Gallagher Group Prize in Supply Chain Management** is awarded to the top student for the year in the paper MSYS377 Supply Chain Management. The prize has a value of $1000
- **Gallagher Group Prize in E-Business Technologies** is awarded to the top student for the year in the paper MSYS556 E-Business Technologies. The prize has a value of $1000
- **Gallagher Group Prize in Advanced Supply Chain Management** is awarded to the top student for the year in the paper MSYS576 Advanced Supply Chain Management. The prize has a value of $1000

Department of Marketing

- **ANZ National Bank Prize in Relationship Marketing** is awarded to the top student for the year in MKTG458 Relationship Marketing. The prize has a value of $250
- **Westpac Prize in Marketing and International Management** is awarded to the top student for the year in MKTG151 Introduction to Marketing and International Management. The prize has a value of $250

Department of Strategy and Human Resource Management

- **Alfred Marshall Prize in Human Resource Management** is awarded to the top student for the year in HRMG342 Human Resource Management. The prize has a value of $250
- **GJ Schmitt Prize in Strategic Innovation** is awarded to the top student for the year in STMG512 Strategic Innovation. The prize has a value of $250
- **Dean’s Prize in Strategic Management** is awarded to the top student for the year in STMG931 Strategic Management. The prize has a value of $250

Awards

The Ted Zorn Waikato Alumni Award for Management Communication

This prize was established in 2004 by Professor Zorn in celebration of 10 years of achievement by the Department of Management Communication in higher education and research. The award provides an opportunity for peer recognition of graduates of the department who have, since their graduation, distinguished themselves in a field of management communication.

The prize is awarded annually to a graduate of Waikato Management School who majored in a discipline offered by the Department of Management Communication, and who has, since graduation, achieved excellence in a position in the field of communication management and who preferably has made a contribution to sustainable management practice.

Candidates for the award need to have demonstrated some or all of the following attributes:

- The holding of a responsible position in an organisation or in a project that exemplifies the values of social responsibility, sustainability and/or workplace wellbeing
- The use of creativity and initiative in performing the responsibilities of the position
- The use of research and planning in their role within the organisation or project
- The recognition by their superiors and their peers within the organisation
- A spirit of entrepreneurship
- An improvement of management communication channels within the organisation or between the organisation and its publics

Applications for the award may be made:

- By the candidate,
- In the form of a nomination of a candidate by a former class-mate, friend, or colleague of the nominee

The closing date for applications and nominations for the award is 30 November of each year. For more details about the application and nomination process and other requirements go to http://www.waikato.ac.nz/research/scholarships/pdf/Ted%20Zorn%202005.pdf. The prize is a cash award of $1000 and a suitably inscribed certificate.
Teaching and Learning Development Unit

If you need assistance with basic numerical skills, you can see the staff in the Teaching and Learning Development Unit (TLDU) situated in room 1.31, Ground Floor, Library. They will be able to provide you with assistance in specific areas which will not be given in class sessions. For language and learning assistance, however, you should first seek the help of the Language and Learning Support staff in the Management Student Centre. If they are fully booked, TLDU may be able to offer you an appointment. TLDU offers short and one-off courses designed to help you improve your written assignments. These sessions are regularly advertised around the campus, so look out for their flyers on campus notice boards and in the Management Student Centre. For further information on TLDU, please visit http://tldu.waikato.ac.nz/

The Library

The Library provides students with access to books, journals/serials/periodicals, microfilms, maps, DVDs/videos, annual reports, databases, group study rooms, laptop, photocopiers and the Information Commons (a general access computer area). Undergraduate students are issued books for up to one month, short-term loan items for three days and music CDs and videos for two weeks. Books are issued to graduate students and staff for two months. Some journals may not be borrowed from the Library. Students need to check the Library Catalogue as many titles have electronic access. There is also a Course Reserve Collection (formerly known as Desk Copy collection) for items that are in high demand. These may be used only in the Library and are issued for a limited period of time.

Library Tours

Students new to university could benefit from Library orientation tours held at the beginning of each semester. These tours give a brief introduction to the Library and its services.

Library Tutorials

There is also a tutorial programme offered throughout the year by library staff, which provides details on the use of the library catalogue, strategies for effective research, database searching for finding journal articles, referencing styles, EndNote (bibliographic software), and the World Wide Web. These tutorials are highly recommended for getting the most out of the Library.

Timetables and bookings for tours or tutorials are available from the Information Desk on Level 2 of the Library (the main entry level) or from the Library website: http://www.waikato.ac.nz/library/learning/t_libtuts.shtml. Tutorials tailored for a specific paper can be arranged through your lecturer.

If you need immediate face-to-face help then enquiries can be made at the University Library information desk on Level 2 in the Library or by telephoning ext. 8169. In addition you may make appointments to see the Management Librarian by telephoning ext. 6509.

Library Opening Hours:
Monday to Thursday 8.30am – 10.00pm
Friday 8.30am – 6.00pm
Saturday and Sunday 10.00am – 6.00pm

For more information about the University Library see the Library website http://www.waikato.ac.nz/library

Resources for Waikato Management School Students

All Management Students locate their study resources through the School’s MyWeb™ portal. The web address to log on or find out more information about MyWeb™ is http://www.mngt.waikato.ac.nz/myweb/. Readings and web resources which support the papers students are studying are available through the paper link in MyWeb™.

Management Databases

The Management database page is accessible via MyWeb™ and is intended to point you to resources that can assist you with gathering information for your assignments. Types of resources available are:

- Library Catalogues (University of Waikato/National Catalogue (Te Puna) locates book titles and periodical titles
- Periodical indexes (ABI, Business Source Elite, Emerald) locates articles in periodicals, journals, newspapers, magazines
- Law databases – (CCH & Butterworths) case law, commentary and statutes
- Data sets (Global Marketing Information Digest GMID, PC Infos, Datastream) – locates data – statistics, financial, country
- Web links – (NZ Companies Office, NZ Unlisted markets) appropriate and authoritative links ordered by subject area

Waikato Management School is committed to using state-of-the-art technology that allows creative, innovative and global research. Please check either the Library or the School web pages for electronic resources. Electronic resources are available off-campus via MyWeb™. You will be required to authenticate using your username and password before you can search databases or look at articles. Only students who are fully enrolled in a current paper at the University of Waikato are able to access these databases and e-journals. You must contact MSC if this is a problem.

Searching for Books

The Library houses the university book collection. To find books in this collection use the Library catalogue on the Library website. You can use library catalogues available on the internet for searching other book collections. Using internet sites like Amazon.com or Google may also assist you with finding other books which may be relevant.

Searching for Journals and Journal Articles

One way to find relevant articles is to use a periodical index. Indices may be in print form or in electronic database format. Electronic versions may include full-text articles and provide a one-stop shop for information resources. Indices point the searcher to the article in the journal which may be available in the Library. Please check the library catalogue for journal titles. If necessary you may be able to interloan the article if it is unavailable on-campus. Graduate students and academic staff often need to use this service.

For more information on using electronic resources at Waikato Management School, visit http://www.management.ac.nz/school/knowledge/orientation/studentguide.htm

If you need some instruction in information retrieval or accessing information in the disciplines of management or using the internet, please contact either the Management Librarian, or the School Knowledge Manager.
Orientation

Student Information Centre
The Student Information Centre in the Gateway building provides a wide range of administrative services to current and prospective students and staff. Please contact the Student Information Centre if you need help and advice on any of the following: admission, enrolment, academic records, change of name/address, ID cards. The Student Information Centre is open Monday to Friday (8.30am – 5.00pm). For more information please telephone 0800 WAIKATO, fax (07) 838 4370, or email info@waikato.ac.nz.

Examinations
For details on regulations concerning examinations, refer to the University of Waikato Calendar or http://www.waikato.ac.nz/sasd/enrolment/exams.shtml.

Special Consideration for Missed Assessments or Examinations
Students are able to apply for special consideration regarding their internal assessments and examinations due to unforeseen circumstances. The deadline for applying for special consideration is usually within three days of the assessment due date and must be accompanied with written evidence (for example a medical certificate that has to be dated within 24 hours of the exam or missed assessment date). For more information on Special Consideration regarding examinations visit http://www.waikato.ac.nz/sasd/enrolment/exams.shtml.

The Student Concerns and Complaints Policy
Students are encouraged to raise matters that are causing them concern so that they can be addressed and the University can improve the service it provides. The Student Concerns and Complaints Policy provides a fair and safe process for raising matters of concern. The policy covers matters relating to academic programmes, University processes and procedures or actions by University staff, and can be viewed at http://calendar.waikato.ac.nz/policies/studentcomplaints.html. For more information or advice regarding concerns and complaints, contact MSC.

Code of Practice for the Pastoral Care of International Students
New Zealand has set high standards for the care and protection of all international students. Waikato Management School, as part of the University of Waikato, has agreed to observe and be bound by the Code of Practice for the Pastoral Care of International Students published by the Minister of Education.

The Code of Practice for the Pastoral Care of International Students was introduced on 31 March 2002 and revised in December 2003. It aims to make sure international students are well looked after, informed, safe and properly cared for. All NZ institutions that have international students need to comply with the code. Copies of the code are available from the New Zealand Ministry of Education website at http://www.minedu.govt.nz/goto/international.

Immigration
Full details of visa and permit requirements, advice on rights to employment in New Zealand while studying, and reporting requirements are available through the New Zealand Immigration Service, and can be viewed on their website at http://www.immigration.govt.nz/.

Eligibility for Health Services
Most international students are not entitled to publicly funded health services while in New Zealand. If you receive medical treatment during your visit, you may be liable for the full costs of that treatment. Full details on entitlements to publicly funded health services are available through the Ministry of Health, and can be viewed on their website at http://www.moh.govt.nz/.

Medical and Travel Insurance
International students must have appropriate and current medical and travel insurance while studying in New Zealand.

The University of Waikato Services and Facilities

Health Services
The Student Health Service is part of the Student Services building, behind the Chapel, off the Gate 1 car park. The Student Health Service or Medical Centre has a team of four doctors and four nurses to meet students’ medical needs.

The Centre is open 9.00am – 5.00pm Monday and 8.30am – 5.00pm Tuesday to Friday including student holidays, and is also open any day in which an exam is being held, including Saturdays. The Medical Centre is closed on weekends, public holidays, and over the Christmas to New Year period. To contact the Medical Centre phone (07) 838 4037.

There is a pharmacy located on campus, under the Student Union Building next to Campus Copy. The pharmacy dispenses prescriptions and has a range of cosmetics, toiletries, and over the counter medicines. The pharmacy services overnight photos and is the University’s postal agent. The pharmacy is open Monday to Friday (8.30am – 5.30pm). To contact the pharmacy, phone (07) 838 4740.

Counselling Services
The Student Counselling Service is located in the Student Services building, behind the Chapel, off the Gate 1 car park. Three full-time and two part-time counsellors (including a kaiawhina and a male counsellor) are available on campus to provide support and help students adjust to life at university. The counsellors are qualified and familiar with issues affecting students and offer a free service. To make an appointment with a counsellor, phone (07) 838 4201.
Harassment Contact Person Network
If you have experienced some form of harassment, you do not have to feel it is your fault and you can do something about it. You are encouraged to act promptly to seek help and support. The University has a network of harassment contact people whose role is to explore options and offer support. Contact details can be found at http://www.waikato.ac.nz/hrm/internal/harassment.shtml.

Ecumenical Chaplain
The university has an Ecumenical Chaplain who offers a willing ear and a range of services for students, including meetings, worship services, and weddings. A Catholic Priest also works part-time at the Lady Goodfellow Chapel. To contact the chaplain phone (07) 838 4466 ext 8576, or (07) 838 4201. Concerts, recitals and other activities are also held regularly in the chapel.

Sport and Leisure Facilities
The University Recreation Centre (Uni Rec Centre) is a great place to get involved in sport or leisure activities. Located on campus, off Gate 1 Knighton Road, the Uni Rec Centre provides a great choice of both facilities and services, with generous membership rates for students.

The Campus Pool is a 50-metre outdoor aquatic leisure and dive pool located near Gate 4, Hillcrest Road. The pool is open between December and March.

For further information about sport and leisure phone (07) 838 4177 or visit the Uni Rec Centre’s website at http://www.unirec.co.nz/

Student Financial Advisor
A financial advisor is available to help students with any money-related issues including planning a budget, dealing with STUDYLINK, and applying for special assistance and grants. The Student Finance Advisor is located in the Accommodation and Conference Services Building, phone (07) 838 4910.

Disability Support Service
The University makes every effort to ensure that all students have equal opportunity to participate in study and recreational activities. Assistance ranges from wheelchair access to Braille handouts in classes.

The Disabilities Co-ordinator is available as a contact person to provide information and disability support, and may be able to assist students with enrolment matters, campus maps and information, parking permits, access to lecture information, seating in lecture theatres, examination assistance, specialised equipment e.g. dictaphones, alternative formatting for printed material, note taking, computer support, and advice.

The Disabilities Co-ordinator also liaises with the relevant staff from different departments and divisions to ensure the University is able to provide the best support for individual students. There is an Access Room available where students with disabilities can take a break. For more information on the Access Room, contact the Disabilities Support Staff on (07) 838 4711.

For further information on the University of Waikato’s policies and procedures for students with disabilities, please contact the Disabilities Co-ordinator, phone (07) 838 4719 or call in at room G.34 in the Student Services Division.

Students who suffer a temporary disability may also use the services provided.

Careers and Employment Centre
Careers and Employment staff provide CV writing assistance and workshops on job-related topics, organise employer visits, and advertise current vacancies for graduates on the http://www.waikato.ac.nz/sasd/careers website. The Careers and Employment Centre is located in room G.25 in the Student Services Building, phone (07) 838 4466 ext 6264 or email careers@waikato.ac.nz.

Accommodation Advisory Service
The Accommodation Advisor helps students to find accommodation by providing listings of houses, flats and boarding situations. She is also available to give advice on tenancy issues. Phone (07) 838 4084, or email accom@waikato.ac.nz.

Office of Student Life
The Office of Student Life provides training and support for student representatives, promotes the above services to students (especially first year students), and trains and coordinates student volunteers during orientation weeks. To contact the Office of Student Life phone (07) 838 4466 ext 6264, or email hbrett@waikato.ac.nz.

For any further information regarding the individual services, check out the various student services web links at www.waikato.ac.nz/student.

Parking
You may park in any of the general parking areas on campus.

Gate 10 on Silverdale Road is a very large general car park which anybody can park in and is close to Waikato Management School. Please take notice of the permit parking areas. These are for staff only (including Gate 7, Hillcrest Road). If you park in these areas without a permit, your car will be clamped and you will have to pay to get the clamp removed.

Please note that you are bound by the University’s parking and traffic regulations, which can be found in the University of Waikato Calendar http://calendar.waikato.ac.nz/.
Common University Terms

**Adult Learner**
Includes all those students who are not school-leavers and covers a wide range of ages.

**Assessment**
A degree/certificate/diploma is awarded after a student’s knowledge has been assessed by the teaching staff. Assessment methods include tests and exams, essays, reviews and other pieces of writing, laboratories and workshops, and some oral work.

**Bachelor Degree**
This is a first degree. It is sometimes also called an undergraduate degree. It takes a minimum of three to four years of full-time study to complete a bachelors degree.

**Calendar**
The university’s official record of rules and regulations, staff, papers, dates etc.

**Conjoint Degree**
A conjoint degree allows you to fulfil the requirements of two bachelor degrees in a shorter period of time.

**Co-requisite**
A co-requisite is a paper that is complementary to other papers. While the knowledge gained from one paper is not required to take the other paper, students are required to complete both of them.

**Core/Compulsory Paper**
A key paper that must be passed as part of a particular degree or diploma.

**Corresponding Papers**
Corresponding papers are either equivalent papers (in effect the same papers, one of which was taught in the past with a different code number) or papers which share a significant amount of common content. Students may therefore receive credit for only one of the papers listed as corresponding to each other.

**Degree**
A degree is a structured course of study in a particular area of study such as management or communication. Each degree has a different ’make-up’ with a set number of papers at different levels. To complete a degree, a student must take the papers required for that degree.

**Department**
An academic unit within a School of Studies/Faculty which is responsible for teaching a particular subject or discipline e.g. economics.

**Diploma**
A qualification gained from the equivalent of one year’s full-time study.

**Discipline**
A general subject area e.g. economics or marketing.

**Double Major**
A double major is a specialisation in two subjects e.g. marketing and management communication.

**Elective**
Elective papers are papers which are not part of the compulsory papers for your degree or major. These papers can be anything you choose.

**Field**
A general area of academic study that includes a number or related subjects.

**Graduate**
A graduate is a person who has been awarded a university degree.

**Graduate Qualification**
Students who have successfully completed an undergraduate qualification in a different subject area, or have relevant work experience, may take a graduate qualification. Graduate qualifications include diplomas and certificates.

**Interdisciplinary Programme**
Waikato Management School offers one specialist interdisciplinary programme – the International Management Programme, which may be taken as well as, or instead of, a major as part of the Bachelor of Management Studies (BMS) degree.

**Lecture**
You will normally be required to attend two to four hours of lectures each week for each of your papers. There may be as many as 350 students in a lecture. The lecturer stands at the front of the lecture theatre and speaks, writes on the board, shows overheads, videos etc while you listen and note down the most important information. These notes are important as they form the starting point from which you’ll do further research.

**Levels 100, 200, 300, 400, 500**
Level 100 papers are normally introductory, exposing you to the scope of the topic and its terminology and preparing you to proceed in the subject or in related subject areas.
Level 200 papers normally develop the theory and methodology of the topic or subject as a framework for later synthesis or evaluation of material.
Level 300 papers rely less on structured teaching and assessment and require greater student participation both in timetabled classes and through seminars and workshops. More self-directed learning and a greater degree of intellectual flexibility are expected.
Level 400 papers usually have a greater emphasis on critical thinking regarding the theories and models of the subject concerned, providing a foundation for study at graduate level.
Level 500 papers are informed by the leading edge literature of the subject area and are practice relevant.

**Major**
This is the main subject in which you specialise. To specialise in a subject you study it to a higher level i.e. Level 300 or 400
Master
A masters degree is an advanced qualification that normally builds on an undergraduate degree. Some masters degrees, such as the Master of Management Studies, are specialist degrees that allow concentrated study of one subject area. Other masters degrees, such as the Master of Business Administration, are generalist degrees that cover a range of subject areas.

Paper
A paper is similar to a subject at secondary school. To complete each paper you will be required to participate in a range of lectures, tutorials and groupwork.

Paper Code
A paper code contains information about the subject, level and timing of the paper. The first four letters identify the area of study in which the paper falls and the first number identifies the level of the paper e.g. ACCT202-07B is a Level 200 Accounting paper and ACCT301-07B is a Level 300 Accounting paper. The two digits after the hyphen tell you what year the paper is taught in (e.g. -07 is 2007). The letter on the end of the paper code is the semester indicator that tells you which period of the year the paper is taught: S semester (Summer School, January-February); A semester (March-July); or B semester (July-November) (e.g. B semester in these two examples).

Points
Points are the way in which we calculate a degree. Each paper is worth 15, 20, or 30 points, and a bachelor degree is worth between 360 and 480 points. 120 points is a full-time, full-year programme.

Postgraduate
Postgraduate refers to advanced study above undergraduate level.

Prerequisite
A paper which must be satisfactorily completed before entry to another specified paper can be approved.

Programme of Study
The papers that you are enrolled in each year make up your programme of study for that year. Most undergraduate first year programmes will involve seven or eight papers.

Qualification
An official record of achievement awarded on the successful completion of a degree, diploma or certificate.

Restriction
Restricted papers share a significant amount of common content. Students may therefore receive credit for only one of the papers listed.

School of Study or Faculty
A grouping of departments responsible for teaching and research in related subjects.

Semester
Similar to a school term, a semester is a teaching period of approximately 12 weeks. The University of Waikato has two semesters per year and they are known as the A Semester, which starts in March and ends in June, and the B Semester which starts in July and ends in November. We also have a six-week Summer School that runs over January and February. Most of the papers offered by the University of Waikato are semester papers but there are some full-year papers.

Specialisation
A formally recognised specialised programme of study within a major or subject area. A specialisation requires that particular papers are taken, and often more than the minimum requirements for the major or subject.

Subject
An area of study, e.g. accounting, public relations or tourism management.

Summer School
Summer School usually starts on the first Monday in January and runs for six weeks, followed by a week of Summer School examinations. Summer School papers are used by students to "catch up" on failed papers, to fit in with other commitments, to reduce workload in other semesters or as a "kick start" to some graduate programmes. Summer School offers a limited range of papers.

Timetable
Your timetable is your programme of lectures and tutorials. Once you are enrolled in your papers you can view your timetable at http://timetable.waikato.ac.nz/

Tutorials/Workshops
In addition to attending lectures you will also attend tutorials or ‘tutes’ as they are more commonly known. A tutorial is a smaller group of people than in your lecture and usually consists of 20-25 students. The tutorial is led by a tutor who may be a postgraduate student or a member of the academic staff (your tutor is not usually your lecturer). In tutorials you talk about issues which have arisen out of the lectures and the readings you have been doing. Sometimes there are exercises or small tests to complete. As well as leading the tutorial group the tutor is also responsible for marking your essays and assignments.

Remember your tutor is there to help you so if you don’t understand what’s going on in your lecture or tutorial or you’re not sure what your essay topic means, don’t be afraid to talk to your tutor about it.

Undergraduate
A person who is studying at university for a first degree (or a bachelor degree) is known as an undergraduate.
### Management Student Centre

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<thead>
<tr>
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## Department of Economics

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## Department of Finance

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## Department of Management Communication

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<td>MSB.2.32I</td>
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<tr>
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</tr>
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<td>Dr Colleen Rigby</td>
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<td>Heather Westerby</td>
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</tr>
<tr>
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<td></td>
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<td>Programme Coordinator</td>
</tr>
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#### Dean’s Office

<table>
<thead>
<tr>
<th>Name</th>
<th>Extension</th>
<th>Room</th>
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<tbody>
<tr>
<td>Mr Neil Harnisch</td>
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<td>MSB.4.45</td>
<td><a href="mailto:harnisch@waikato.ac.nz">harnisch@waikato.ac.nz</a></td>
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<tr>
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</tr>
<tr>
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<td>Dean</td>
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<tr>
<td>Mr Ron Reynolds</td>
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</tr>
</tbody>
</table>
## Contacting Staff

### Communication Team

<table>
<thead>
<tr>
<th>Name</th>
<th>Extension</th>
<th>Room</th>
<th>Email</th>
<th>Position</th>
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<tbody>
<tr>
<td>Mrs Jacqui Gage-Brown</td>
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</tr>
</tbody>
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### Information Technology Team

<table>
<thead>
<tr>
<th>Name</th>
<th>Extension</th>
<th>Room</th>
<th>Email</th>
<th>Position</th>
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<tbody>
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<tr>
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</tr>
</tbody>
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### Management Research Centre

<table>
<thead>
<tr>
<th>Name</th>
<th>Extension</th>
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<tbody>
<tr>
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