

# CAPL Degree Application

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## Bachelor of Applied Management BAppMgt

CH3988

Awarded with any one of the listed specialisations or with no specific specialisation.

Accounting

Business Information Systems

Business Transformation and Change

Event Management

Food and Beverage Management

Hospitality Management

Hotel Management

Human Resource Management

Innovation & Entrepreneurship

Marketing and Sales

Operations & Production Management

Personal Financial Planning

Project Management

Retail Management

Sport Management

Strategic Management

Supply Chain and Logistics

Tourism Management

**This application pack should be read in conjunction with the CAPL Degree Information brochure.**

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## About the Bachelor of Applied Management

The aim of the degree is to produce high quality graduates with a sound understanding of the dynamic and changing environment in which managers operate in New Zealand and internationally. Graduates are able to apply knowledge at both organisations organisational and strategic levels in a range of industries and organisations

## Graduate Profile

To be assessed for the whole qualification you will have the ability to:

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- apply specialised technical knowledge and skills to business.
- apply a broad range of generic business skills, principles and practices, including safety in the working environment.
- employ creative skills and apply them in an organised approach to problem solving.
- use critical thinking capabilities, including analysing, evaluating and critically reflecting on information, decisions and behaviour.
- think strategically and be adaptable in a constantly changing global environment.
- apply ethical dimensions inherent in business decision making, having particular regard for issues of social responsibility and sustainable practice.
- exercise self-management and adopt independent working practices.
- apply independent learning skills that encourage the regular accessing of new knowledge and information.
- communicate effectively in a professional manner.
- work effectively in diverse cultural contexts and work environments as a leader or a follower as appropriate.
- use digital technologies effectively.
- integrate knowledge of the Treaty of Waitangi/Te Tiriti o Waitangi and its relevance to applied management in Aotearoa New Zealand.
- apply knowledge of how to influence and lead others.

## Year 2 Profile

To be assessed for the first two years of the qualification you will have the ability to:

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- apply technical knowledge and skills particular to a specific business field.
- apply generic business skills, principles and practices.
- apply an organised approach to problem solving.
- demonstrate critical thinking capabilities.
- recognise the ethical dimensions inherent in decision making, including social responsibility, changing global environments and sustainability considerations.
- exercise self-direction and independent learning practices that encourage the regular accessing of new knowledge and information.
- display effective communication and well-developed inter-personal skills.
- work effectively in diverse cultural contexts.
- use digital technologies effectively.
- demonstrate knowledge of the Treaty of Waitangi and its relevance to applied management in New Zealand/Aotearoa.
- accept responsibility for the quality of your own work outcomes.
- to work effectively in group situations.

## Year 1 Profile

To be assessed for the first year of the qualification you will have the ability to:

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- apply academic information and digital literacy and numeracy skills.
- demonstrate a range of knowledge and generic skills, principles and practices in business and management, as well as a knowledge of culture and sustainability within a New Zealand context.
- demonstrate an organised approach to problem solving.
- demonstrate communication, personal and inter-personal and group work capabilities and competencies in diverse cultural contexts.

# Core design knowledge and skills required

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## Organisations in a New Zealand Context

You can review and analyse business entities from a range of perspectives in an Aotearoa New Zealand context.

## Business Environments

You can identify internal and external influences and their potential impacts on business entities and can utilise relevant data to plan the management of risk and performance. You have understanding of the principles of the Treaty of Waitangi/ Te Tiriti o Waitangi and Manawhenua (rights over natural resources), as well as Pasifika and multicultural influences on business entities in New Zealand.

## Business Functions

You can apply knowledge of core business functions to make decisions supporting operational efficiency and effectiveness. You demonstrate skills for managing your own and others' learning and performance within an operational context.

## Understanding Change

You contribute to innovation and change in organisations, apply understanding of the importance of sustainability to business entities, and can research and recommend solutions for improving performance of a business entity.

## Global Challenges, Sustainable Futures

You can critically evaluate global challenges to Earth's life-supporting systems and critically reflect on your ability to contribute to sustainable futures.

## Commercial Law

You can demonstrate knowledge of commercial law, to enable application of legal reasoning to business practice (New Zealand Constitution, civil liability, special contracts, property law and employment legislation).

## Economics

You can apply elements of economic theory to contemporary business issues. In a New Zealand context, you understand the interactions of the global economy, can explain why free markets may fail to achieve the social optimum and can analyse the impact of government intervention in the economy.

## Introduction to Accounting and Taxation

You can apply accounting concepts (including accrual accounting and depreciation) and standards to prepare financial statements for a business entity and apply tax rules (e.g. GST, KiwiSaver, PAYE).

## Introduction to Marketing and Sales

You have a working knowledge of fundamental marketing concepts, processes and communication tactics relevant to contemporary business environments.

## Research Methodology

You understand the key analytical tools used within business and the implications of these for managerial decisions. You can apply appropriate research methodologies (quantitative and/ or qualitative; secondary and/ or primary) to identify and solve business related problems.

# Specialised design knowledge and skills

## - specific requirements

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### **Accounting** (not for AC/ACA/CA pathways; credit recognition for these pathways is against courses only)

You will be employed in a position in the public, private or not-for-profit sectors in an accounting role. You fit well into a dedicated accounting firm while not standing out in a specialised business where you provide the accounting expertise. You will be competent in advanced accounting concepts relating to finance, tax, financial and management accounting.

**Required knowledge areas:** financial accounting, management accounting, taxation in New Zealand, advanced financial accounting, advanced management accounting.

### **Business Information Systems**

You will most likely be employed as a systems analyst, business analyst or in ICT project management. You will have management expertise with analyst and computing skills. You understand how information is stored and how you can manipulate it to be able to draw sensible conclusions. As an analyst you are a key ingredient to business decision making and an integral part of any business environment.

**Required knowledge areas:** applied computing, business analysis, management of ICT, plus either data analytics or E-business.

### **Business Transformation and Change**

You will be involved in project leadership, change management/advisory roles, coaching, training/learning and development, strategic planning, performance management or organisational development roles.

In today's workplace, change is inevitable. You have the expertise to recognise where change is required, when perhaps others may not be able to see this. Additionally you will have the skills to plan for change, recognising and integrating organisational needs while ensuring a focus on staff is not lost, and the ability to implement and monitor change processes.

**Required knowledge areas:** project management, leadership principles, organisational behaviour, strategic management, business transformation and change.

### **Event Management**

You will be employed in areas such as fundraising, conferences, festivals, arts and tourism event management, facility-based event management, public relations, sponsorship or marketing. You are a proficient manager of events. You have a wide ranging understanding of event planning, including the scheduling of multiple facets of an event. In addition you have the logistical skills to manage event components.

**Required knowledge areas:** event logistics, event project, event planning and management, marketing and sponsorship of events and one of the following: project management, integrated marketing communications, customer engagement, business-to-business sales and marketing.

### **Food and Beverage Management**

You will be responsible for the overall operation of a restaurant or restaurants. You will forecast, plan and control the ordering of food and beverages for a hospitality property and manage the finances related to the whole process of purchasing food and beverages for a hotel or restaurant premises. In a hotel environment and often in a restaurant, you may oversee the running of the restaurant and will be in charge of the staff in the restaurant, including hiring staff and making sure everyone is trained on proper food preparation, proper and legal alcoholic beverage service, kitchen safety techniques and health standards.

**Required knowledge areas:** catering events management, food and beverage operations management, customer engagement, contemporary issues in the food and beverage industry, strategic management.

### **Hospitality Management**

You will be in a role supporting or running business units or enterprises in the hospitality sector, using a breadth of business knowledge grounded within the hospitality industry.

You are a front-runner in the hospitality sector with the professional management tools needed to successfully lead food and beverage service, front office operations, and accommodation and facilities management. You have the knowledge and skills to set up and manage domestic and international hospitality businesses across the sector. You understand how to develop, plan and manage hospitality events and other projects to get the most out of your staff and meet the strategic requirements of the business.

**Required knowledge areas:** food and beverage operations management, front office operations management, accommodation facilities management, food and beverage management, and one of the following: event logistics, consumer behaviour, organisational behaviour.

## **Hotel Management**

You will be in a role responsible for managing employees and budgets, maintaining statistical and financial records, planning, marketing, coordinating and administering hotel services such as catering, accommodation facilities and maintenance work, and ensuring compliance with health and safety legislation and licensing laws.

**Required knowledge areas:** facilities management, rooms division operations management, customer engagement, strategic management, contemporary issues in the hotel industry.

## **Human Resource Management**

You will be working in a generalist advisory HR role within a generalist HR team in a medium to large organisation or as a generalist operational HR officer in a small organisation. Alternatively you may hold a specialised or strategic HR management position. You will understand the strategic aspects associated with staff management as well as be able to identify up-coming trends and developments in the management of staff. You will have day-to-day expertise in staff management from recruitment and performance management to appraisal and staff redundancy. You will have a thorough knowledge of employment law to aid you in making employment decisions.

**Required knowledge areas:** applied employment law, health and safety leadership, organisational behaviour, strategic human resource value, contemporary issues in human resource management.

## **Innovation and Entrepreneurship**

You will have established your own entrepreneurial ventures, or work as a business advisor in the area of product development and innovation management, or manage new or established ventures poised for high-growth. You have the ability to think about, create and grow high potential small/medium enterprises. You thrive on the creative side of product and service design. You have established design methodologies which allow you to be exposed to the marketplace while managing risk. You practise sound fundamental business practices which minimise risk in the product and service development cycle.

**Required knowledge areas:** entrepreneurship, innovation in business, strategic planning for small business, business transformation and change, product development.

## **Marketing and Sales**

You will be employed in sales and marketing management, retail management, marketing research, advertising, public relations, or as a market analyst. As an effective sales and marketing practitioner you will have the skills to identify a market both locally and internationally. You understand consumer behaviour and the forces which influence purchasing decisions. You apply strategic marketing skills, a key ingredient to long term sales and marketing planning, to maximise initial customer relationships through repeat business.

**Required knowledge areas:** marketing planning and control, business-to-business sales and marketing contemporary issues in marketing practice, international marketing and either integrated marketing communications or customer engagement.

## **Operations and Production Management**

You will work in a managerial or consultation role in industry, or as a supervisor of manufacturing/logistics technicians. You are experienced in both the theory and practical applications of operations management for areas such as production manufacturing, services provision or transport operations. You have the skills necessary to create greater efficiency in the production process and increase productivity in any organisational setting including optimising supply chain relationships and logistics.

**Required knowledge areas:** project management, product development, operations management, resource integration management and one of the following: business finance, e-business, health and safety leadership, leadership principles.

## **Personal Financial Planning**

You will have specialist operational skills and theoretical knowledge in personal financial services. You will be working as, or planning to become, a qualified financial advisor (financial planning, insurance, investment and estate planning).

You have a good understanding of relevant theories, concepts, models and current industry practice and use this understanding in your work helping individual investors make the right choices about insurance, investments, retirement planning, cash management and other key areas. You can produce a comprehensive personal financial plan and communicate this plan for a client. You operate with the high standard of professional proficiency and ethics that are desired by the personal financial advisory industry.

**Required knowledge areas:** business finance, taxation in New Zealand, personal financial planning, financial risk management and insurance.

## **Project Management**

You will be employed in project manager or management role requiring expertise in planning, execution and closing of business projects. You will have project planning expertise as well as the management skills to ensure project are successfully implemented. Your project management expertise will align to the Project Management Body of Knowledge (PMBOK) as defined by the Project Management Institute. In addition you will have an understanding of the many inter-related aspects of a project from finance through to HR and beyond.

**Required knowledge areas:** project management, business finance, operations management and either product development or business transformation and change.

## **Retail Management**

You will be employed in a retail-related position in marketing, sales, category management, merchandising, logistics and supply chain work and management. You will have specialist knowledge and skills in areas such as buyer behaviour, communication strategies, e-commerce business models or techniques to support e-commerce, retail marketing and retail enterprise management.

**Required knowledge areas:** customer engagement, retail marketing, retailing enterprise and management and two of the following: marketing planning and control, integrated marketing communications, e-business.

## **Sport Management**

You will be employed in the growing sport industry in New Zealand in a role such as facilitating participation in sport, overseeing sport venues and facilities, the strategic development of local, regional and national sport organisations, or managing sporting events.

**Required knowledge areas:** event logistics, sport facility management, leadership principles, event projects, information and policy in sport management.

## **Strategic Management**

You will be employed as a change manager, strategic planner, strategic analyst or business developer or anywhere where strategic managing skills are required.

You have an applied approach focusing on the strategic nature of business management. You understand strategic management tools and their purpose and can apply these tools to a variety of situations. You have expertise in the implementation of organisational change in relationship to strategic leadership principles.

**Required knowledge areas:** leadership principles, strategic management; plus two from strategic small business management planning, business-to-business sales and marketing, or business finance; plus one of the following: strategic human resource value, understanding business and society, business transformation and change.

## **Supply Chain and Logistics**

You will be employed in supply chain and logistics - procurement, production and distribution - in such industries as aviation, maritime, international freighting, construction, manufacturing, retail etc.

You have strong communication skills and effective planning and organisational abilities. You use quantitative techniques for sound decision making and problem solving in resolving supply chain logistics' operational issues.

**Required knowledge areas:** project management, operations management, e-business, resource integration, contemporary issues in supply chain and logistics management.

## **Tourism Management**

You will be employed in a role responsible for promoting tourism and devising tourist development initiatives/campaigns with the aim of generating and increasing revenue. Key areas include marketing, visitor management and the development of tourism products, services and facilities. You will have a broad understanding of the structural processes affecting tourism today, including commercial, social, and environmental factors. Depending on the level of the role, your job may involve strategic planning and input to policy development particularly in local authorities.

**Required knowledge areas:** event planning and management, customer engagement, tourism principles and transport, contemporary issues in the tourism industry and tourism policy and planning.

# How do I apply?

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## To make a CAPL application, please supply:

### Your Checklist

- |   |  |                          |
|---|--|--------------------------|
| 1 | A completed <b>Ara Admission &amp; Enrolment form</b> (leave Section 2 blank)<br>(Please note: A student loan via StudyLink is not a payment option for the CAPL process, but please talk to us about our interest-free instalment payment plan*).   | <input type="checkbox"/> |
| 2 | Your current and detailed <b>Curriculum Vitae (CV)</b> which should contain: <ul style="list-style-type: none"><li>• relevant work history including your positions, tasks and responsibilities</li><li>• knowledge and skills required for you to carry out your job</li><li>• formal qualifications eg school, polytechnic, university, trade certificates</li><li>• informal qualifications eg 'in house' workplace training workshops</li><li>• relevant life experience eg in-house workplace teams, managing stress etc</li></ul> Your CV may be quite different from this. Please use whatever format is understood by your industry but in-depth enough to show your level of skills across your specialisation, with emphasis on the critical thinking/research required. | <input type="checkbox"/> |
| 3 | A <b>personal statement</b> which summarises your experience and learning, and which supports this application.  | <input type="checkbox"/> |
| 4 | <b>Examples of your work</b> (a few only as you are not being assessed at this stage). If sending files electronically, they must be in an easily readable format (pdf, jpg, rep3, etc) and if large, need to be sent by Drop Box, OneDrive, Google Drive or equivalent, or by CD or DVD.  | <input type="checkbox"/> |

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*\* Conditional on a credit check undertaken by Ara and approved. No results are released until all fees have been paid.*

Please email your application to [capl@ara.ac.nz](mailto:capl@ara.ac.nz)

or post it to:

**CAPL**  
**Academic Services Division**  
**Ara**  
**PO BOX 540**  
**Christchurch 8140**