

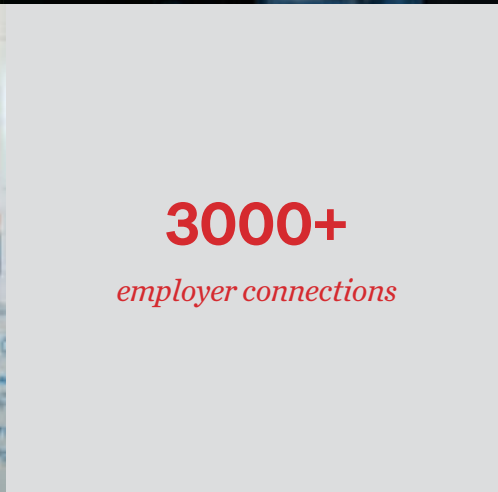
2026 BUSINESS

UMANGA



Bachelor of Commerce





Ngā Kai o Roto | Contents

Kia ora

- 2 Life in Ōtautahi Christchurch
- 4 Studying Business at UC
- 6 Kupu pātahi | Common terms
- 7 Double and conjoint degrees
- 8 Other areas of interest

Kaupapa | Subjects

- 10 Subjects

Tohu | Qualifications

- 21 Bachelor of Commerce

Ka whai ake nei Next steps

- 23 Key dates
- 24 Tautoko | Get support
- 25 Whakapā mai | Contact us

Published Pēpuere February 2025. Information may be out of date at the time of print. Please check the website.

The University's official regulations are at:



Front cover: In the design Makaurangi, a fingerprint, the three elements are representative of Ngā Kete o te Wānanga, the three baskets of knowledge, with the lines and koru a symbol of mana and mana whenua. This design originates from traditional whakairo (carving) and kōwhaiwhai designs which can often be seen on the rafters inside wharehau (meeting house).

Rainbow Diversity Support



UC is proud to partner with Ngāi Tūāhuriri and Ngāi Tahu to uphold the mana and aspirations of mana whenua.

Kia ora

Ōtautahi Christchurch is one of the most entrepreneurial and sustainable cities of Aotearoa and a great place to start your study and work journeys.

In this brochure, you will learn about Te Kura Umanga UC Business School and what business subjects you can study like accounting, finance, marketing, economics, and management. You will also see subjects as diverse as business analytics, business sustainability, and innovation.

There are lots of opportunities during your study to gain practical skills through Te Pokapū Rakahinonga | UC Centre for Entrepreneurship, community projects, professional placements, seminars, clubs, and competitions.

For any questions, contact a Future Student Advisor to get more information. See **page 25** for contact details. Please recycle this brochure or pass it to someone who wants to learn more.





Source:
ChristchurchNZ



\$

*11% cheaper than Wellington
15% cheaper than Auckland*

Life in Ōtautahi Christchurch

It is easy to get around in Ōtautahi Christchurch, whether you walk, bike, ride the bus, or drive. UC is uniquely situated in Ōtautahi — with an open green campus, beautiful gardens, and a river running through.





365+

*walking, hiking, and
mountain biking tracks*

1. UC campus

**2. University of Canterbury
Student Association
(UCSA)**

3. UC accommodation

**4. Supermarket and
restaurants**

15-minute walk from UC

5. Westfield shopping mall

5-minute drive from UC

**6. Central business district
(CBD)**

10-minute drive from UC

7. Port Hills

20-minute drive from UC

8. Beach

20-minute drive from UC

9. Airport

10-minute drive from UC

10. UC sports field





*Te Kura Umanga
UC Business School is in the*

1%

*of business schools worldwide
that holds 'Triple Crown'
accreditation: AACSB,
EQUIS, and AMBA*



Studying Business at UC

Mix-and-match

Te Kura Umanga | UC Business School covers a wide range of subjects including accounting, entrepreneurship, tourism marketing and management. You will have the opportunity to tailor your degree to your interests and job goals.

Business and culture

Kaupapa Māori is integrated into our courses, so you can learn about Māori values and culture in a business setting. Alongside our Māori Indigenous knowledge, learn about Aotearoa New Zealand's place in diverse cultural contexts in order to create strong relationships, locally and globally.

Global learning

Te Kura Umanga | UC Business School has various international opportunities through UC global exchange and study tours with our partner universities. An overseas experience during your studies will give you a multicultural perspective on business that is highly valued by employers.

"I spent five weeks in China with 25 other students. We went to a university in Hangzhou where we learned about language and culture. Then we visited New Zealand businesses who have headquarters in Shanghai and Beijing."

Julie
Bachelor of Commerce in International Business, Graduate Diploma in Teaching and Learning

Student life

With 160+ active clubs on campus, you will be able to pursue your interests outside your studies and try new hobbies.

You can also enhance your studies with clubs that are relevant to your degree such as:

- Investment Society
- UC Women in Business
- UC Commerce Society
- Accounting Society.

Work-Integrated Learning

UC Business School is a leader in Work Integrated Learning (WIL), with a long-standing tradition of connecting students to real-world opportunities. Most of our programs include a WIL option, such as internships, consultancy projects and in-class group projects with small and large businesses, not-for-profits, community organisations and NGO's.

These hands-on experiences complement classroom learning, develop professional skills, and build valuable industry connections, so you graduate with the confidence to excel in your career.



Career opportunities

You can open up many career choices by studying business at UC. As well as business knowledge and skills, you will gain transferable skills that can be used in different fields of work.

Graduates have combined their personal interests and knowledge to work in careers such as accounting, human resource management, finance, economics, marketing, taxation, and operations and supply chain management.

Te Kura Umanga | UC Business School subject rankings

Accounting and Finance

Top 300 in the world
(QS World Rankings, 2024)

Business and Economics

Top 200 in the world for Business and Economics (Times Higher Education, 2024)

Marketing and Tourism

1st in New Zealand
(Performance-Based Research Fund)

Management and Human Resources

3rd in New Zealand
(Performance-Based Research Fund)

Tourism and Hospitality Management

12th in the world
(Shanghai Ranking Global Ranking of Academic Subjects (GRAS) 2024)

Kupu pātahi | Common terms



Degrees

Degrees are a type of qualification you can study at university — there are several types of qualifications varying in level of study and length of time, such as:

Bachelor's degrees

A bachelor's degree is an undergraduate qualification that usually takes 3–4 years to complete. We offer many bachelor's degrees.

Certificates and Diplomas

If you are unable to study a full degree, or want to add some additional study to your degree, you could complete a certificate or diploma. These have fewer courses and are often completed in 6 months to a year.

Subjects

Subjects are areas you can study in your degree. Some subjects you can continue from secondary school such as Economics, Accounting, Business Studies, while some you can start new at UC like Marketing, Business Analytics, or Finance.

Major

A major is the main subject you choose to study all the way to the final year of your bachelor's degree. For example, a Bachelor of Commerce majoring in Finance.

Double major

In some degrees, you are able to specialise in two main subjects — this is called a double major. These two majors can be completed in the same time as a single major.

Minor

A minor is another smaller subject focus you can take in your degree, which you won't study as extensively as a major. For example, a Bachelor of Commerce majoring in Management with a minor in Business and Sustainability.

It is not compulsory to do a minor.

Courses

A course is a specific topic within a subject, for example an international trade course within the International Business subject. This involves lectures, assignments, and other forms of study. Your degree is made up of multiple courses.

Points

Each course has a points value — 1 point is equivalent to 10 hours of study. You will need to complete a certain number of points overall to successfully finish your study.

Semester

The academic year is split into three periods of study. One semester is the equivalent of two terms at secondary school.

- Semester 1: February – June
- Semester 2: July – November
- Summer: November – February.

More information

Please contact the Future Students Office for degree and subject planning advice. See **page 25** for details.

futurestudents@canterbury.ac.nz

Double and conjoint degrees



If you are really keen, you can combine bachelor's degrees. There are two ways of doing this — double and conjoint degrees.

Double degrees

Some bachelor's degrees can be studied together. This allows you to really specialise your study, opening up a wider range of career options.

Conjoint degrees

Conjoint degrees combine two bachelor's degrees into one degree. Unlike double degrees, these must be completed at the same time, and involve a much higher workload each year.

There are currently four conjoint degrees with Commerce:

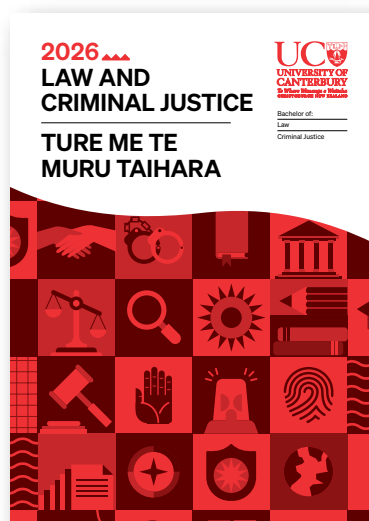
- Conjoint Bachelor of Commerce and Arts
- Conjoint Bachelor of Commerce and Science
- Conjoint Bachelor of Commerce and Product Design
- Conjoint Bachelor of Commerce and Engineering with Honours.

The table below compares the two ways of studying:

	Double degree	Conjoint degree
Entrance requirements	University Entrance (UE).	UE and at least Level 3 endorsed in Merit.
Academic requirement to continue each year of degree	Standard passing grades apply.	Must maintain a grade average of at least a B each year.
Workload per year	Standard (120 points). Approximately eight (15-point) courses per year.	Increased (135 points). Approximately nine (15-point) courses per year. Must take at least one course from each qualification each year.
Graduate	You can either complete both at the same time or one after the other.	Both degrees must be completed before you can graduate.
Minimum timeframe	5–6 years (depending on degrees).	4 years.
Majors/minors	As required/permitted for each degree. Multiple majors (eg, double major in a single degree) and minors are possible.	Maximum of one major in each degree. Minors may be possible; and a minor is required for the BA.
Number of qualifications gained	Two — you gain both degrees.	One — a conjoint combines the courses into just one degree.

NOTE: A Future Student Advisor can help you plan your studies. See **page 25** for contact details.

Other areas of interest



Kaupapa Subjects





BSNS201

*Business and Culture —
a unique core course in BCom
that looks at the importance of
intercultural perspectives in
business*



Kaupapa | Subjects

- 11 Accounting
- 11 Business Analytics
- 12 Business and Sustainability
- 12 Economics
- 13 Finance
- 13 Human Resource Management
- 14 Information Systems
- 15 Innovation
- 15 International Business

- 16 Management
- 16 Marketing
- 17 Operations and Supply Chain Management
- 17 Professional and Community Engagement
- 18 Strategy and Entrepreneurship
- 18 Taxation and Accounting
- 19 Tourism Marketing and Management

See our full list of subjects at
canterbury.ac.nz/study/academic-study/subjects

It is not always possible for all courses to be offered every year. See the online Course Information System.
canterbury.ac.nz/courseinfo

Accounting

Accountants assess and report on the performance of organisations, and inform decisions about pricing, costs, systems and processes, investments, organisational strategy, and management. They also check if relevant rules and laws have been followed and ensure that the information is reliable and up-to-date.

At UC, you will learn about accounting, auditing, tax rules and practices, and the role accountants play in many contexts including public, private, environmental, and political.

What will my study involve?

- Learn about important issues such as business ethics and corporate social responsibility, data analytics, cryptocurrencies, and the increasing challenges of globalisation.
- By taking specific courses, you can qualify for provisional membership with professional bodies such as Chartered Accountants of Australia and New Zealand (CA ANZ), CPA Australia, and the Association of Chartered Certified Accountants (ACCA), or other international organisations, which means you can become a certified, chartered accountant.
- You can minor in Accounting in a large number of bachelor's degrees to add accounting and financial knowledge to your studies.

Courses

You will take introductory courses in cashflow and profit reporting; accounting for managers; and taxation, followed by advanced study in business, government performance, cost management, and accounting theory and practice.

Topics can include:

- financial accounting and reporting
- management accounting
- auditing and assurance
- legal responsibilities of businesses.

canterbury.ac.nz/courseinfo

Career opportunities

This subject provides a solid foundation for a successful professional career in areas such as consulting, taxation, auditing, organisational control and management, investments, and financial management.

Career pathways could include:

- chartered accountant
- auditing and assurance
- chief executive officer
- forensic accounting.

canterbury.ac.nz/life/jobs-and-careers

Study Accounting:

As a Major:

- Bachelor of Commerce

As a Minor:

- Bachelor of Arts
- Bachelor of Commerce
- Bachelor of Digital Screen with Honours
- Bachelor of Health Sciences
- Bachelor of Product Design
- Bachelor of Science
- Bachelor of Social and Environmental Sustainability
- Bachelor of Sport
- Bachelor of Youth and Community Leadership

Other pathways:

- Certificate in Commerce
- Diploma in Commerce

Business Analytics

Business Analytics brings in data from areas such as accounting, marketing, and economics to help make better business decisions, improve customer services, and implement growth strategies using tools like machine learning.

What will my study involve?

- Use data to recognise and plan future developments, and identify new business opportunities.
- Include Business Analytics as a minor in a wide range of degrees for a data-informed career.

Courses

First-year courses will introduce you to collecting and reading data. Later courses will allow you to focus on a particular area such as finance, business economics, and information systems.

Topics can include:

- managing large sets of data
- information software and new technologies
- marketing and recognising customer trends
- ethics of gathering data.

canterbury.ac.nz/courseinfo

Career opportunities

Having the skills to analyse and interpret data will make you an important part of growing businesses and keeping our world more informed. Data scientists are in demand as it is an area that faces significant skills shortages globally.

Career pathways could include:

- business analyst
- marketer
- strategic consultant
- data scientist.

canterbury.ac.nz/life/jobs-and-careers

Study Business Analytics:

As a Major:

- Bachelor of Data Science

As a Minor:

- Bachelor of Arts
- Bachelor of Commerce
- Bachelor of Digital Screen with Honours
- Bachelor of Health Sciences
- Bachelor of Product Design
- Bachelor of Science
- Bachelor of Social and Environmental Sustainability
- Bachelor of Sport
- Bachelor of Youth and Community Leadership

Business and Sustainability

Sustainability is an important issue and more people are holding businesses accountable with their impact on the environment and climate change.

The link between business and sustainability involves improving processes from manufacture to end user, so that we are minimising waste and impact, and rethinking business strategies to take care of the world we live in. This includes looking after communities, individuals, and the planet.

What will my study involve?

- Learn business approaches to environmental and social challenges through interactive lessons and case studies.
- Explore corporate performance from ethical, global, and multicultural perspectives.
- Customise your degree by including this minor in a wide range of bachelor's degrees.

Courses

Business and Sustainability includes courses from a variety of subjects to build your management and problem-solving skills, and explore the current obstacles faced by industry.

Topics can include:

- environmental economics
- sustainable tourism
- new sustainable technologies
- corporate social responsibility.

canterbury.ac.nz/courseinfo

Career opportunities

By studying this subject, you will be able to look at business processes from many angles with the goal of saving the environment, building sustainable relationships with stakeholders, and cost-cutting while helping businesses grow.

Career pathways could include:

- operations and supply chain management
- business management
- entrepreneurship
- advisory and consulting.

canterbury.ac.nz/life/jobs-and-careers

Study Business and Sustainability:

As a Minor:

- Bachelor of Arts
- Bachelor of Commerce
- Bachelor of Digital Screen with Honours
- Bachelor of Health Sciences
- Bachelor of Product Design
- Bachelor of Science
- Bachelor of Social and Environmental Sustainability
- Bachelor of Sport
- Bachelor of Youth and Community Leadership

Economics

Economics is the study of how people behave and make decisions — how we use our resources, how we deal with issues like climate change, which career we choose, and more. These decisions involve trade-offs between costs and benefits, and we are constantly considering these in our everyday life.

At UC, there are lots of opportunities to gain experience including industry projects, internships, clubs, and overseas study trips.

What will my study involve?

- Learn about the impact of your choices on the world, and how foreign countries impact Aotearoa New Zealand's economy.
- Economics major and minor is available in many degrees so you can combine studies with other relevant areas such as Finance, Product Design, Political Science and International Relations, and Psychology.

Courses

First-year courses are introductory and teach you the basics of micro and macroeconomics. More advanced courses expand into areas such as market and organisational behaviour, and public policy.

Topics can include:

- international trade
- consumer and business behaviour
- developmental economics
- environmental economics.

canterbury.ac.nz/courseinfo

Career opportunities

By analysing the impact of choices by government, consumers, and businesses, you will learn important skills like critical thinking, understanding risk, and forecasting to help make better decisions.

Career pathways could include:

- professional economist
- market research
- data analyst
- banking and investment.

canterbury.ac.nz/life/jobs-and-careers

Study Economics:

As a Major:

- Bachelor of Arts
- Bachelor of Commerce
- Bachelor of Science

As a Minor:

- Bachelor of Arts
- Bachelor of Commerce
- Bachelor of Digital Screen with Honours
- Bachelor of Health Sciences
- Bachelor of Product Design
- Bachelor of Psychological Science
- Bachelor of Science
- Bachelor of Social and Environmental Sustainability
- Bachelor of Sport
- Bachelor of Youth and Community Leadership

Other pathways:

- Certificate in Arts
- Certificate in Commerce
- Certificate in Science
- Diploma in Arts
- Diploma in Commerce
- Diploma in Science

Finance

Finance looks into future planning for businesses, investors, and more. It shapes the health of every economy, and at UC you will gain the knowledge to make the right financial decisions.

What will my study involve?

- Examine three key areas: corporate finance, financial markets, and investments.
- Extra opportunities including case competitions, Chartered Financial Analysts (CFA) exams, and Professional Risk Manager (PRM) qualifications.
- Option for a final-year internship.

Courses

Your first year of studies will introduce you to the fundamentals of finance and build from there.

Topics can include:

- investment and portfolio management
- financial theories and practice
- retirement and estate planning
- data modelling and forecasting.

canterbury.ac.nz/courseinfo

Career opportunities

Studying Finance will prepare you for a range of jobs in the financial and business sectors, as well as any roles that involve detailed knowledge of analysing data, risk planning and management, and accounting.

Career pathways could include:

- financial advisor
- investment broker
- data analyst
- foreign exchange dealer.

canterbury.ac.nz/life/jobs-and-careers

Study Finance:

As a Major:

- Bachelor of Commerce
- Bachelor of Science

As a Minor:

- Bachelor of Arts
- Bachelor of Commerce
- Bachelor of Digital Screen with Honours
- Bachelor of Health Sciences
- Bachelor of Product Design
- Bachelor of Science
- Bachelor of Social and Environmental Sustainability
- Bachelor of Sport
- Bachelor of Youth and Community Leadership

Other pathways:

- Certificate in Commerce
- Certificate in Science
- Diploma in Arts
- Diploma in Commerce
- Diploma in Science

Human Resource Management

Human Resource Management (HRM) is about attracting, developing, and managing staff; and creating a workplace culture where people are safe, engaged, and motivated to give their best.

At the heart of HRM is connecting with people and focusing on the employee experience in order to get the most out of an organisation's talent.

What will my study involve?

- A wide range of topics including leadership, communication, managing change and innovation, learning and development, and performance management.
- Option for a final-year internship.
- You can study a minor in Human Resource Management within a range of different bachelor's degrees alongside your other studies of choice.

Courses

First-year courses will introduce you to the fundamentals of business and management. Further study will include courses that will build your HRM knowledge.

Topics can include:

- workplace behaviour
- HR processes like recruitment, performance management, and learning and development
- leading change and innovation
- employment relations.

canterbury.ac.nz/courseinfo

Career opportunities

Your studies will give you lots of practical skills like strategic planning, communication, research, and writing. You will learn how to place the wellbeing of people in the context of various organisational challenges.

Career pathways could include:

- human resources advisor
- learning and development consultant
- recruitment advisor
- people and culture coordinator.

canterbury.ac.nz/life/jobs-and-careers

Study Human Resource Management:

As a Major:

- Bachelor of Commerce

As a Minor:

- Bachelor of Arts
- Bachelor of Commerce
- Bachelor of Digital Screen with Honours
- Bachelor of Health Sciences
- Bachelor of Product Design
- Bachelor of Psychological Science
- Bachelor of Science
- Bachelor of Social and Environmental Sustainability
- Bachelor of Sport
- Bachelor of Youth and Community Leadership

Information Systems

Information systems and digital technology play a major role in organisations and in delivering products and services.

With Information Systems (IS), we can change how we work, communicate, and do business.

IS is about how businesses use information technology to become smarter, better, faster, and achieve their strategic goals. By providing access to information, IS enables organisations to create value, provide solutions, and use technology to innovate and to create new opportunities.

What will my study involve?

- Develop knowledge to address practical problems of how to access information, how to design, develop, and deliver IT solutions, as well as how to manage IS projects, personnel, and resources.
- Learn through industry and group projects, lab work, and extracurricular activities.
- Flexible study options — you can take courses like marketing, accounting, data science, software engineering, entrepreneurship, alongside information systems.
- Take part in business and entrepreneurial projects and events and find support at Te Pokapū Rakahinonga | UC Centre for Entrepreneurship.

Courses

In addition to foundational commerce courses such as accounting, finance, microeconomics, information systems and technology, management, and statistics, you can choose foundational courses in computer programming, computer science, or databases.

Topics can include:

- business systems analysis
- business intelligence and analytics
- web design and development
- information systems project management.

canterbury.ac.nz/courseinfo

Career opportunities

Information Systems is one of the fastest growing areas for study and employment. It is on the long-term skill shortage list for Aotearoa and there is also a global shortage.

Through your studies, in addition to technical skills, you will learn workplace skills like project management, process management, governance and strategy, communication, and problem-solving.

Career pathways could include:

- IT project manager
- user experience designer
- IS/IT consultant
- business intelligence/data analyst.

canterbury.ac.nz/life/jobs-and-careers

Study Information Systems:

As a Major:

- Bachelor of Commerce

As a Minor:

- Bachelor of Arts
- Bachelor of Commerce
- Bachelor of Digital Screen with Honours
- Bachelor of Health Sciences
- Bachelor of Product Design
- Bachelor of Science
- Bachelor of Social and Environmental Sustainability
- Bachelor of Sport
- Bachelor of Youth and Community Leadership

Other pathways:

- Certificate in Commerce
- Diploma in Commerce

Innovation

Innovation is the key to successful business and society, where coming up with new ideas for improvement is a continuous goal. Learn how to develop and commercialise your business ideas into reality.

What will my study involve?

- Develop your entrepreneurial skills with studies on the current global market and latest technologies changing how we do business.
- Group or individual projects and internships with local and national organisations.
- Set up your own business venture or gain experience from industry experts with Te Pokapū Rakahinonga | UC Centre for Entrepreneurship.
- Include Innovation in several degree options to customise your studies with business ideas in particular industries.

Courses

Learn business foundations of managing and financing in the first year, and then go on to specialised courses in identifying opportunities for change, learning how to experiment with ideas, and making practical and marketable results.

Topics can include:

- competitive markets
- feasibility and forecasting
- new technologies and tools for innovation
- practical project work.

canterbury.ac.nz/courseinfo

Career opportunities

With your knowledge in generating ideas, a career in business, technology, entertainment, product manufacturing, community development, and government are all possible with your Innovation degree. These fields of employment are in constant need for innovative thinkers.

Career pathways could include:

- business consultant
- risk evaluator
- project management
- product designer.

canterbury.ac.nz/life/jobs-and-careers

Study Innovation:

As a Minor:

- Bachelor of Arts
- Bachelor of Commerce
- Bachelor of Digital Screen with Honours
- Bachelor of Health Sciences
- Bachelor of Product Design
- Bachelor of Science
- Bachelor of Social and Environmental Sustainability
- Bachelor of Sport
- Bachelor of Youth and Community Leadership

Other pathways:

- Certificate in Commerce
- Diploma in Commerce

International Business

In this subject, you will gain skills and confidence to conduct business in a global, multicultural economy.

What will my study involve?

- Develop cross-cultural business skills with course options towards finance or marketing, and options to learn another language.
- Choose to go on an exchange with an overseas university in your second year.
- Add an International Business minor to your other subjects to prepare for a particular industry that interests you.

Courses

Starting with the basics of end-to-end business, your studies focus on international economics, foreign exchange, trade markets, and global business strategy and operations. You will also be able to complete language courses with your degree.

Topics can include:

- overseas marketing and strategy
- tourism industry
- managing an international franchise
- regional trade agreements and politics.

canterbury.ac.nz/courseinfo

Career opportunities

Your practical knowledge of international business prepares you for careers on a global scale, whether working on business relations between countries, launching a new venture or product, managing a multinational organisation, or providing advice to expanding companies.

Career pathways could include:

- international business executive
- entrepreneur
- foreign sales representative
- trade consultant.

canterbury.ac.nz/life/jobs-and-careers

Study International Business:

As a Major:

- Bachelor of Commerce

As a Minor:

- Bachelor of Arts
- Bachelor of Commerce
- Bachelor of Digital Screen with Honours
- Bachelor of Health Sciences
- Bachelor of Product Design
- Bachelor of Science
- Bachelor of Social and Environmental Sustainability
- Bachelor of Sport
- Bachelor of Youth and Community Leadership

Other pathways:

- Certificate in Commerce
- Diploma in Commerce

Management

Management involves organising teams of people and boosting business performance. Explore how businesses function, and how you can influence processes, resources, and workers to get the best results.

What will my study involve?

- Study a range of topics and theories of management, including organisational behaviour, how to lead others, manage projects, and drive innovation.
- Consulting projects and internship opportunities in the final year will place you in real-world organisations to work on challenges the organisation is facing.

Courses

Start your degree learning the basics of management and the business environment, developing leadership skills to get your team towards the best long-term performance.

After your first year, you can choose from a range of courses depending on the field you want to go towards such as business strategy, corporate ethics, international management, and implementing sustainable practices.

Topics can include:

- business communication
- organisational behaviour
- managing change and innovation
- business culture and multiculturalism.

canterbury.ac.nz/courseinfo

Career opportunities

Managers are found in every kind of industry, working and coordinating individuals and teams all the way to top-level business positions.

Career pathways could include:

- public relations executive
- business development manager
- human resources manager
- strategic analyst.

canterbury.ac.nz/life/jobs-and-careers

Study Management:

- Bachelor of Commerce

Other pathways:

- Certificate in Commerce
- Diploma in Commerce

Marketing

Marketing goes beyond advertising and sales pitches — it analyses customer needs to design and produce goods or services that match buyer expectations, or even convinces them to change their buying habits.

UC's Marketing degree is focused on building your practical skills and includes real-world marketing opportunities.

What will my study involve?

- Learn a wide range of skills, such as advertising products, digital marketing, understanding consumer behaviour, and customer experience.
- Opportunities to get involved in annual UC-wide competitions such as inter-university business challenges, entré for young entrepreneurs, and Te Pokapū Rakahinonga | UC Centre for Entrepreneurship that connects you with local businesses.
- Add Marketing study to many of UC's degrees to learn about customer trends and experiences specific to your business interests.

Courses

First-year courses teach you the basics of marketing theories and concepts. Further study can include courses that cover everything in creating and analysing marketing for different uses.

Topics can include:

- customer experience
- digital marketing
- tourism, hospitality, and events marketing
- consumer behaviour and marketing research.

canterbury.ac.nz/courseinfo

Career opportunities

A degree in Marketing prepares you for a career in a variety of industries or professions that value creative communicators, analytical thinkers, and individuals driven by people and clients. With businesses and technologies constantly evolving, a Marketing graduate will always be sought after.

Career pathways could include:

- content creator
- advertising consultant
- market trends analyst
- market research.

canterbury.ac.nz/life/jobs-and-careers

Study Marketing:

As a Major:

- Bachelor of Commerce

As a Minor:

- Bachelor of Arts
- Bachelor of Commerce
- Bachelor of Digital Screen with Honours
- Bachelor of Health Sciences
- Bachelor of Product Design
- Bachelor of Psychological Science
- Bachelor of Science
- Bachelor of Social and Environmental Sustainability
- Bachelor of Sport
- Bachelor of Youth and Community Leadership

Other pathways:

- Certificate in Commerce
- Diploma in Commerce

Operations and Supply Chain Management

Operations and Supply Chain Management involves bringing together organisational resources (people, money, materials, and buildings) for the production of goods or services. Fundamentally, supply chain management is about matching the supply of resources and goods with the demands of the marketplace.

Operations and supply chain managers make sure the processes are smooth, efficient, and sustainable, and are always thinking of ways to make improvements.

What will my study involve?

- Courses focus on issues such as operations strategy, performance management, procurement and distribution, product and process design, and inventory management.
- Investigate answers to questions such as: how do you make sure that people, money, materials, and buildings are used efficiently across the whole organisation? How can we ensure that our organisation is successful in achieving its goals?

Courses

First year will cover a range of management, economics, accounting, and information systems courses.

Topics can include:

- management decision making
- supply chain management
- strategic operations
- micro and macroeconomics.

canterbury.ac.nz/courseinfo

Career opportunities

You will learn to focus on the details of processes and use skills like cross-communication, collaboration, time management, and planning to efficiently deliver value to customers.

With these skills, you will be able to take on a wide range of roles from logistics to risk management.

Career pathways could include:

- operations management
- production and distribution
- risk forecasting
- procurement analysis.

canterbury.ac.nz/life/jobs-and-careers

Study Operations and Supply Chain Management:

As a Major:

- Bachelor of Commerce

As a Minor:

- Bachelor of Arts
- Bachelor of Commerce
- Bachelor of Digital Screen with Honours
- Bachelor of Health Sciences
- Bachelor of Product Design
- Bachelor of Science
- Bachelor of Social and Environmental Sustainability
- Bachelor of Sport
- Bachelor of Youth and Community Leadership

Professional and Community Engagement

Professional and Community Engagement (PACE) courses are all about applying what you learn in your studies to a non-academic "real-world" setting.

PACE is an ideal complement to your degree – take it as a one-off course or as a minor in your degree programme. PACE courses provide an opportunity to give you confidence in the workplace.

What will my study involve?

- Half of PACE courses are held as workshops where you can develop professional skills and half in the workspace where you can put that knowledge to use.
- You will be matched with your internship based on your studies and your interests. Past internships include media and communications, event organisation, marketing, health, and policy analysis.

Courses

From second year, you can add a workplace project or an internship to your studies.

Topics can include:

- internship projects (based on your degree subject)
- project management process
- career development portfolio and CV building
- presentation skills.

canterbury.ac.nz/courseinfo

Career opportunities

PACE students have an edge over other graduates. Learning to identify the strengths you bring to the workplace and understanding how your degree has prepared you to work with local and international communities will give you the confidence you need to enter your new career.

canterbury.ac.nz/life/jobs-and-careers

Study PACE:

PACE can be taken as a one-off course in many degrees, or studied as a minor in some degrees. Learn more about PACE on our website.

Strategy and Entrepreneurship

Strategy and Entrepreneurship focuses on the overall development of businesses, involving the process of identifying objectives, developing plans to achieve these, and allocating resources in order to grow business.

What will my study involve?

- Learn to recognise opportunities and develop core business skills in planning, project management, and teamwork.
- Explore business at all levels, including individually-owned small businesses, social enterprise, high-tech startups, and large corporations using innovation to gain advantage.
- Gain real-world experience and make connections with businesses and the community through business case competitions.
- UC is home to Te Pokapū Rakahinonga | UC Centre for Entrepreneurship — join a community of like-minded students and staff, access useful resources, learn how to set up a new business venture, gain experience, or take on an internship.

Courses

Courses will introduce you to core business skills, decision-making, and organisational processes, with opportunities to tailor your studies towards international markets, social endeavours, and becoming an entrepreneur.

Topics can include:

- adapting business to change
- managing innovation
- Aotearoa business sector on the global stage
- founding a business or product idea.

canterbury.ac.nz/courseinfo

Career opportunities

With a real-world focus on internships, competitions, entrepreneurship, and community involvement, you will have the skills needed to work in a wide range of sectors.

Strategy planning is the highest skill level of management and is usually performed by an executive team in an organisation, which demonstrates just how far you can get with this degree in the corporate world.

Career pathways could include:

- entrepreneur
- marketing specialist
- management consultant
- business analyst.

canterbury.ac.nz/life/jobs-and-careers

Study Strategy and Entrepreneurship:

As a Major:

- Bachelor of Commerce

As a Minor:

- Bachelor of Arts
- Bachelor of Commerce
- Bachelor of Digital Screen with Honours
- Bachelor of Health Sciences
- Bachelor of Product Design
- Bachelor of Science
- Bachelor of Social and Environmental Sustainability
- Bachelor of Sport
- Bachelor of Youth and Community Leadership

Other pathways:

- Certificate in Commerce
- Diploma in Commerce

Taxation and Accounting

Taxation is about more than creating and charging taxes — it distributes money to public goods and services, and can be a tool to influence behaviour.

This study involves many different subject areas, including law, economics, and even psychology to help us understand the impact of taxation on society.

What will my study involve?

- Take a range of courses from legal, accounting, and practical perspectives that prepare you for a professional career in taxation and accounting.
- Apply your learning through internships and international study options.
- By taking specific courses in this major, you can gain external qualifications and membership with CPA Australia, Chartered Accountants Australia and New Zealand (CA ANZ), the Association of Chartered Certified Accountants (ACCA), and other professional accounting bodies internationally.
- Complete a minor in Taxation or Accounting within a range of bachelor's degrees to add understanding of tax and policy to your other studies.

Courses

You will be introduced to the whole taxation process and legal systems around tax, and go onto advanced courses examining taxation and accounting in many contexts including retail, tourism, and farming.

Topics can include:

- government and service tax
- international taxation
- tax avoidance, evasion, and investigation
- income taxation (property sales, employment, stocks, etc).

canterbury.ac.nz/courseinfo

Career opportunities

Study in taxation will set you up with the skills and knowledge needed to work as a taxation specialist or as a chartered accountant in Aotearoa or internationally.

Career pathways could include:

- finance manager
- business analyst
- tax consultant or auditor
- forensic accountant.

canterbury.ac.nz/life/jobs-and-careers

Study Taxation and Accounting:

As a Major:

- Bachelor of Commerce

As a Minor:

- Bachelor of Arts
- Bachelor of Commerce
- Bachelor of Digital Screen with Honours
- Bachelor of Health Sciences
- Bachelor of Product Design
- Bachelor of Science
- Bachelor of Social and Environmental Sustainability
- Bachelor of Sport
- Bachelor of Youth and Community Leadership

Tourism Marketing and Management

This subject has a strong focus on the management and marketing of tourism, including destination marketing, impacts of tourism on the environment and local culture, Māori and Indigenous tourism, and specialised marketing in the hospitality and events sectors.

You will also focus on sustainable and resilient tourism operations, how to responsibly develop tourism, and finding the balance between 'overtourism' and 'undertourism'.

What will my study involve?

- Option for a final-year internship. You can also go on an international exchange with one of UC's global partners.
- A focus on cultural and natural resources management and tourism issues in Aotearoa.
- Choose courses that develop your expertise in an area that interests you such as foreign policy, languages, entrepreneurship, or digital marketing.
- You will learn from lecturers with expertise in marketing and tourism research, and industry experience.

Courses

Courses will introduce you to principles of marketing, marketing research, and tourism management.

Topics can include:

- tourism, hospitality, and events marketing
- sustainable tourism and destinations
- marketing research
- hospitality marketing and management.

canterbury.ac.nz/courseinfo

Career opportunities

Your studies will set you up with applied skills like project management, behavioural change, bicultural competence, marketing research and communication, and sustainable tourism benchmarking and monitoring.

In particular, your experience in Aotearoa tourism will be highly valued in the industry, which needs managers with bicultural expertise to grow our economy and smaller tourism enterprises.

Career pathways could include:

- destination management and marketing
- events coordination and marketing
- guiding and interpretation
- tourism and hospitality operations management.

canterbury.ac.nz/life/jobs-and-careers

Study Tourism Marketing and Management:

- Bachelor of Commerce

As a Minor:

- Bachelor of Arts
- Bachelor of Commerce
- Bachelor of Digital Screen with Honours
- Bachelor of Health Sciences
- Bachelor of Science
- Bachelor of Social and Environmental Sustainability
- Bachelor of Sport
- Bachelor of Youth and Community Leadership

Tohu Qualifications



Bachelor of Commerce. BCom

Bachelor of Commerce – example degree structure

Year 1

ACCT 102	ECON 104	INFO 123	MGMT 100	STAT 101	100 Level	100 Level	100 Level
----------	----------	----------	----------	----------	-----------	-----------	-----------

Year 2

BSNS 201	200 Level	200 Level	200 Level	200 Level	100 Level	200 Level	200 Level
----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------

Year 3

BSNS 299	300 Level	300 Level	300 Level	300 Level	200 Level	300 Level	300 Level	200 Level
----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------

Zero-points, zero-fees courses
 Compulsory courses
 Major courses
 Other Commerce courses
 Courses from Commerce or other degrees

Each small block represents a 15-point course. However, some courses may be 30 points or more.

From financial markets to the latest management practices and the rapidly expanding world of ecommerce, a Bachelor of Commerce gives you the knowledge and skills to succeed in a global business environment.

UC and its business partners provide many opportunities for you to gain practical business experience and make important contacts.

Study information

Subjects		
Accounting	Human Resource Management	Operations and Supply Chain Management
Business Analytics (minor only)	Information Systems	Strategy and Entrepreneurship
Business and Sustainability (minor only)	International Business	Taxation (minor only)
Economics	Innovation (minor only)	Taxation and Accounting
Entrepreneurship (minor only)	Management	Tourism Marketing and Management
Finance	Marketing	

Highlights

- Competitions and inter-university business challenges develop your entrepreneurial, project management, and teamwork skills.
- You have the option to study a minor from subjects across Commerce, Arts, Digital Screen, Health Sciences, Product Design, Science, Sport, and Youth and Community Leadership.

- Te Kura Umanga | UC Business School and its programmes are accredited by AACSB, EQUIS, and AMBA, giving you an internationally competitive and industry-relevant qualification.



- UC's Trading Room gives you a real-world trading environment with a live market and stock data feed, and simulation tools for trading.

Career ready

- Get hands-on experience through industry internships, international exchanges, and overseas study tours.
- Gain problem-solving, communication, and management skills needed to succeed in a global business environment.
- Network with UC's industry contacts and get support in launching your own business ideas.
- Graduates are working as accountants, software developers, consultants, marketers, entrepreneurs, and more.

Ka whai ake nei

Next Steps



Key dates



May/June/July

**Hui Tairanga
Information Evenings**



August

**Accommodation applications
open**



July

**Scholarship applications
open**



October

Enrol into courses



September

Rā Tōmene | Open day

Some degrees and subjects like Fine Arts, Music, Performance, and Teaching have additional application processes and dates. For exact information, please visit the UC website or contact a Future Student Advisor.

Tautoko | Get support



From the moment you arrive on campus to your graduation, UC has support available every step of the way.

Te Pātaka | Student Services Hub is your go-to support centre, located on levels 2 and 3 in the Puaka-James Hight building (central library). You will find both academic and wellbeing services in one location and they will connect you to the relevant support teams.

You can receive help with anything you need, whether that's for study and exams, health, sport, counselling, injuries, job search, and more.

Read more about all the support services:



Your students' association

Te Rōpū Ākonga o Te Whare Wānanga o Waitaha | University of Canterbury Students' Association (UCSA) is a non-profit organisation that helps all students find support and feel like they belong at UC.

We have more than 160 clubs and regularly host events on campus.

We offer advocacy services, dental and optometry services, welfare and financial services, advisory groups, class reps, and more.

ucsa.org.nz



Pastoral Care

The Education (Pastoral Care of Tertiary and International Learners) Code of Practice 2021 is designed to guide institutions in their practice and to protect students when they study in Aotearoa. UC is a signatory to the Code and is required to meet the standards set by the New Zealand government.



“Within my class, we’re all very much a whānau. We’ve built a connection, going from strangers to family, which is a credit to our teachers for creating that environment of safety and belonging — that’s whanaugatanga. And tiakitanga reminds me of the whole UC experience — everyone doing what they can.”

QeyLoux

Ngāti Kurī, Kāi Tahu, Ngāti Porou

Ako: Bachelor of Teaching and Learning in Mātauranga Māori

Whakapā mai | Contact us



Get in touch

If you would like more information about what you can study at UC, contact the Future Students Office:



Te Whare Wānanga o Waitaha University of Canterbury

T: +64 3 369 3999
Freephone in NZ: 0800 VARSITY (827 748)
E: info@canterbury.ac.nz
AskUC Chat is available between
8am–5.15pm Monday–Friday
(except NZ public holidays).
[canterbury.ac.nz](https://www.canterbury.ac.nz)

Talk to a UC student

Get answers to your questions about what it's like being a student at UC, and life in Ōtautahi Christchurch.



UC social media

 facebook.com/universitycanterbury

 instagram.com/ucnz

 x.com/ucnz

 snapchat.com/add/uc.nz

 youtube.com/UniversityCanterbury

 linkedin.com/school/university-of-canterbury

Proud supporters of



**UNIVERSITY OF
CANTERBURY
YOUNG NEW
ZEALANDER OF
THE YEAR**

**WORD
CHRISTCHURCH
FESTIVAL**



Rā Tōmene Open Day

**Discover your degree options.
Explore our campus.
Experience student life.**

5 September 2025



**For more information,
contact a Future
Student Advisor.**