



**AUT**

Bachelor  
of Business  
course profile

# WHAT COURSE IS RIGHT FOR YOU?

Sam Sample

# cool:)

## THE FOUR PERSONALITY STYLES

MyCareerMatch uses four style identifiers, (D) DRIVER, (P) PROMOTER, (S) SUPPORTER and (A) ANALYSER.

When blended together in varying percentages, these four personality styles make us who we are. There's no right or wrong style and one style is not better than another. What's important is what you do with your talents, your skills, your education and how you get along with others.

### Your Personality Style Is:



## ANALYSER

**Analysers are well-organised people who like to think about things carefully before deciding what to do. You have a curious mind that leads you to be organised and inventive. You like to follow rules and do things in a logical and correct way.**

You don't get too emotional, and you'd rather deal with facts and numbers than with people. You don't mind being around people, but you don't have to have them around you all the time. You like to be by yourself, to read and discover new things. You are creative and something of an inventor. Your talent to think things through makes you great at solving problems. It also lets you come up with new ideas. You stick with something until you're an expert at it. You expect the very best from yourself, and this can be tough because you always want things to be perfect. Some people think this is a weakness, but it makes you who you are. You want things to be right, you want them in the right place and done the right way. These are your strengths, and there are many opportunities for you to use these talents :)

### WORDS THAT DESCRIBE YOU

Logical ★ **Thorough** ★ Serious ★ **Cautious** ★ Determined  
★ **Correct** ★ Careful ★ **Creative** ★ Curious ★ **Organised** ★  
Accurate ★ **High Standards** ★ Questioning ★ **Respects Rules**



### Driver (D)

**Drivers are Adventurers** Strong willed and practical. They like action and results. Drivers want to lead, be the boss and win every challenge.



### Promoter (P)

**Promoters are Socialisers** Outgoing, fun and charming. They are great communicators who inspire others with their imagination.



### Supporter (S)

**Supporters are Helpers** Kind, dependable and practical. They are easy to get along with and enjoy helping people.



### Analyser (A)

**Analysers are Thinkers** Great with facts and numbers. They are well-organised, strive for accuracy and like to pay attention to details.

# Your Personality Strengths



## Being Realistic

You are a logical person and make a difference by not getting emotionally caught up in the problem. By making realistic plans and decisions based on facts and data, you reduce conflict and stress.



## Keeping Things Simple

You make a difference by making the difficult seem easy. Your skill is to keep things simple by identifying the steps needed to implement a plan. It's a great talent to have! conflict and stress.



## Gathering Information

Your strengths in gathering and collating information make a difference by enabling you to produce factual material such as manuals and text books and enabling you to store information so that it can be accessed efficiently conflict and stress.



## Finding Mistakes

You are good at finding mistakes and preventing problems before they happen. You double-check your work and that of others. This often leads to uncovering mistakes and seeing problems before they occur. You make a difference by your thoroughness, eye for detail and research.



## Meeting Deadlines

You're realistic and strive for results such as getting things done on time, or saving money or figuring out how to be more productive. You want to see tasks completed efficiently. You make a difference by ensuring that things are done correctly and deadlines are met.



## Working Logically

You generally tend to work through problems and tasks one step at a time. You work logically and encourage slow but steady progress. You make a difference by being orderly and systematic.



## Being Responsible

You can be counted on and do what you say you'll do. You are reliable. You make a difference by being dependable and carrying out your tasks diligently.

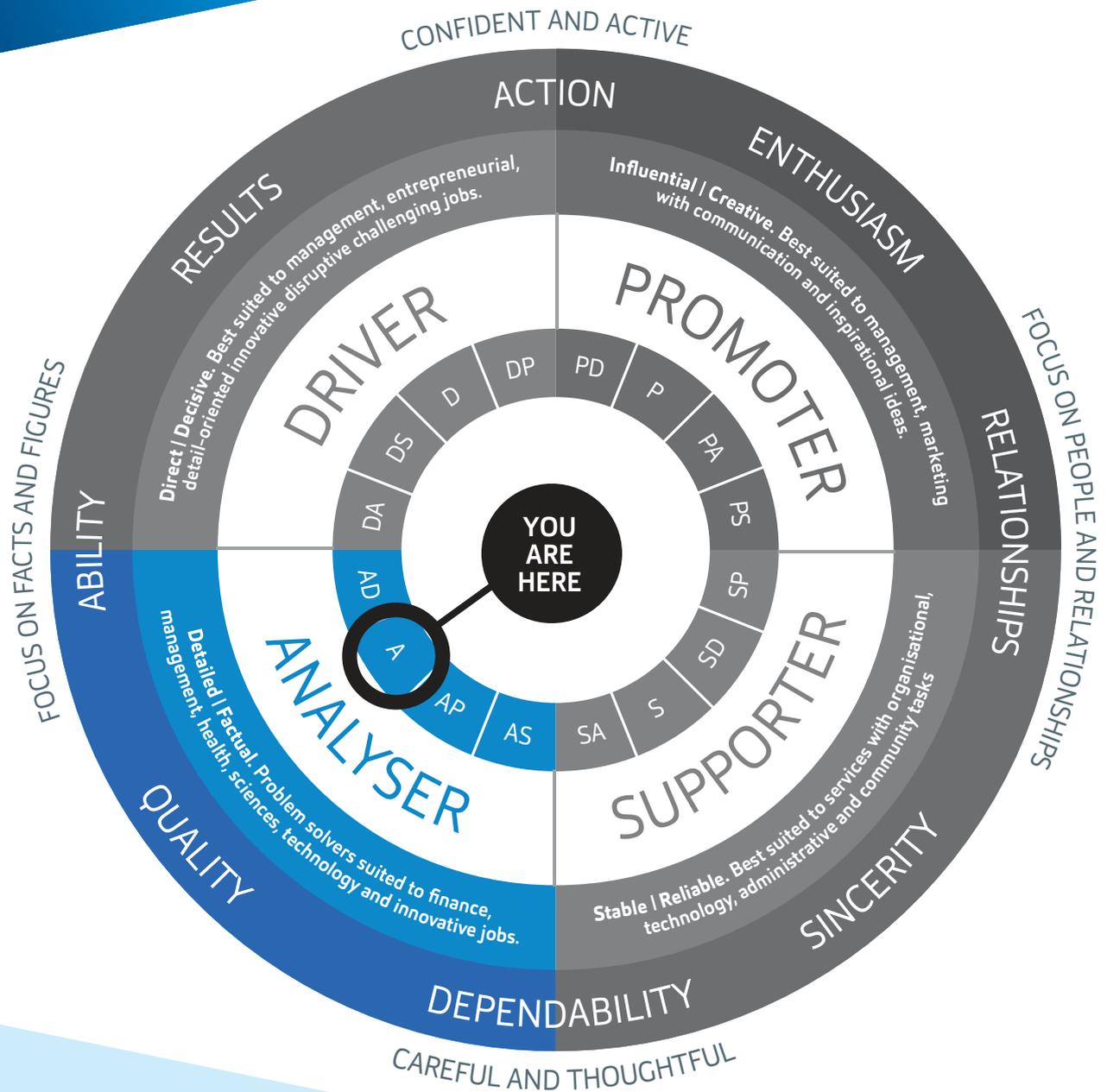
## Respecting Rules

You respect authority and are willing to use your authority with a sense of fairness. You understand that rules are meant to be followed because they create order and a method by which things get done. You make a difference by sticking to procedures and systems.



# ...And Soft Skills

# Your Personality Map



## How To Interpret Your Personality Map

The Map is divided into the four MyCareerMatch styles, DRIVER | PROMOTER | SUPPORTER | ANALYSER and combinations of each style (DA, DP, DS etc.). Your style is shown as 'YOU ARE HERE'. The outer circle represents what you focus on and how you approach life. Drivers and Analysers focus on facts and figures, Promoters and Supporters focus on people and relationships. The middle circle represents what's important to you - for Drivers it's results, for Promoters it's enthusiasm, for Supporters it's sincerity and for Analysers, quality.

# Why Choose a Course That Matches Your Personality

There's significant research on the connection between personality and achievement.

It's logical that the more you connect to the course, the more time and effort you put in. This creates confidence in the way you feel about your studies resulting in better grades.

Major studies over the past ten years show that when your personality is a good match to the course you're likely to:

- Earn higher grades
- Stick with your choice through graduation
- Graduate on time
- Be more satisfied and successful in your career

When the course you take matches your strengths and talent, the more passionate you become and the greater the personal reward of purpose and job satisfaction you have.

Does the match between your personality and degree course affect your grades?

This question was investigated in an impressive study by Tracey and Robbins. They followed 80,574 students over a five-year period. Students' GPAs were examined at the end of their first and second academic years, and after graduation. The results showed that good grades are related to having a degree course close to one's personality. In short, you'll earn better grades if you choose a course that matches your personality.



# Build your Bachelor of Business according to your personality

A Bachelor of Business at AUT is flexible and can be tailored to suit your personality, interests and strengths. You'll typically choose one major and two minors to make up your Bachelor of Business.

Here's what we recommend for you.

## YOUR MAJOR

A major is your area of specialisation that you'll focus on throughout your degree. Based on your personality type, we recommend you consider:

### Accounting



Accounting involves multifaceted business analysis that contributes to the strategic development of a business or organisation. Common tasks involve preparing financial and managerial reports and conducting business analysis.

#### CAREER OPPORTUNITIES

- Chartered accountant
- Chief financial officer
- Corporate accountant
- Auditor
- Management accountant
- Taxation consultant

#### YOU'LL LEARN

- The accounting cycle
- International accounting principles
- Local and global accounting issues
- Auditing principles and techniques
- Understanding ethical dilemmas

Find out more about accounting at AUT



### Economics



Economics covers three fundamental concepts – microeconomics, macroeconomics and econometrics, which combine to provide answers to some of the most pressing problems facing the world, including poverty, unemployment, pollution, crime and inequality. They can also be applied to the commercial sphere to focus on international competition, consumer behaviour, world trade and finance, and economic growth and development. By studying economics you'll better understand how the world is shaped by choices and human behaviour.

#### CAREER OPPORTUNITIES

- Acquisition manager
- Business risk auditor
- Financial markets analyst
- Investment banker
- Service designer
- Researcher in a consulting firm or non-profit organisation
- Strategic planner, analyst or policy advisor in a local council

#### YOU'LL LEARN

- How markets work
- How government operates
- The impact of global affairs on individuals
- Data processing and data presentation

Find out more about economics at AUT



## Finance



Finance is the study of money. It explores how individuals and organisations raise, invest and consolidate funds to increase wealth and create value. It covers everything from raising funds to starting a business, helping businesses make financial decisions that increase shareholders' wealth, or managing your own or someone else's money to become financially secure.

### CAREER OPPORTUNITIES

- Commercial banker
- Commodities trader
- Corporate finance manager
- Fund manager
- Finance manager
- Investment banker
- Securities analyst
- Stockbroker

### YOU'LL LEARN

- Corporate finance
- Asset pricing (ie what is Facebook actually worth)
- Small business financing
- Wealth management
- Risk management

Find out more about finance at AUT



## Information Systems



Information systems covers how organisations use digital technology to create, collect, process and distribute data to enable business process improvements and transformation. Information systems is the crucial area between an organisation's technological systems and its users. It can improve business processes, helping an organisation stay competitive, increase efficiency, share information and make effective decisions.

### CAREER OPPORTUNITIES

- Business analyst/process analyst
- Business database administrator
- Consultant
- eBusiness manager
- Information systems manager
- Project manager

### YOU'LL LEARN

- Business process and data management
- Logistics and supply chain management
- Informational security management
- Impact and opportunities of digital technology in organisations

Find out more about information systems at AUT



## International Business and Strategy



Driven by disruptive changes in technology, policy and globalisation, today's dynamic business environment presents new challenges and opportunities to organisations. International business and strategy focuses on the skills needed to do business successfully in this environment, from working across different cultures and in diverse teams, to creating value through analytical and conceptual thinking, and managing innovation.

### CAREER OPPORTUNITIES

- Export manager
- International account manager
- International project manager
- International sales representative
- Management consultant or business analyst
- Working with government agencies, councils or industry associations
- National or regional trade development advisor
- Overseas buyer
- Policy and research advisor
- Regional marketing manager

### YOU'LL LEARN

- Different cultural perspectives on business
- International trade policies and procedures
- Data analysis

Find out more about international business and strategy at AUT



## YOUR MINOR

A minor is a secondary area of specialisation. With a Bachelor of Business, if you choose one major you can also choose two minors. Based on your personality type, we recommend you consider:

### Business Law



It's useful for business owners, managers and other professionals to have a basic understanding of business law to help them make better decisions. This minor will introduce you to how laws are identified and classified in New Zealand, and will help you understand your legal rights, duties and remedies as legal contracts form the basis of most business relationships.

#### YOU'LL LEARN

- To identify a legal issue
- About the legal environment within which businesses operate in New Zealand
- The basics of a legal contract

Find out more about business law at AUT



### Data Analytics for Business



Data analytics is the process of deriving knowledge from the vast amount of information that companies, government agencies and other bodies have about their customers and the population in general. This minor covers how to take data from a business and create key insights that will add value to a company.

#### YOU'LL LEARN

- How to manage big data
- How to create value from data
- How to interpret and communicate data insights
- Predictive and statistical analytics

Find out more about data analytics for business at AUT



### Design Thinking



Design thinking is a mindset and a set of creative methods to interrogate, understand and solve real-life business, social and environmental problems. Working collaboratively with others, you'll learn to develop an understanding of the needs of the people you're designing for, experiment and explore creative ideas and solutions, and create physical and experiential design solutions.

#### YOU'LL LEARN

- The design thinking process
- To develop a human centred mindset

Find out more about design thinking at AUT



## Money and Banking



If you enjoy working with numbers and are interested in learning how money flows through a country's economy, this minor is for you. You'll explore the fundamentals of monetary and banking systems, and the role that the Reserve Bank of New Zealand plays in managing monetary conditions.

You'll learn how to manage your personal and business finances better, how interest and inflation rates are determined, and how monetary conditions affect business. As well as increasing your financial literacy, you'll also develop your analytical thinking and quantitative skills.

### YOU'LL LEARN

- Personal finance
- Business finance
- Small business financing
- Wealth management
- Risk management
- Fundamentals of monetary and banking systems

Find out more about money and banking at AUT 

## Psychology and Economic Behaviour



Interested in understanding the intricacies of human decision-making and how this affects decision-making in business? In this minor, you'll gain insight into your own decision-making, learn to understand consumer behaviour and become familiar with the study of human behaviour.

You'll participate in classroom experiments to bring theory to life and better understand how governments use psychology insights to sway behaviour in socially beneficial directions.

### YOU'LL LEARN

- About your own decision-making
- To understand consumer behaviour
- About experimental approaches to human behaviour

Find out more about psychology and economic behaviour at AUT 

## Small and Medium Enterprises



Develop the knowledge and skills to successfully operate and manage small and medium sized businesses (SMEs). In this minor, you'll gain an understanding of various aspects of accounting, finance, marketing, management, law and taxation issues relating to SMEs.

### YOU'LL LEARN

- Basics skills required to run a SME
- Business administration
- Basic accounting and taxation
- Workplace health and safety
- New Zealand business law basics

Find out more about small and medium enterprises at AUT 



## Sustainable Enterprise

Our natural resources are rapidly depleting, and it's becoming crucial for business to use resources without the resources running out. We need to meet the needs of the present without compromising the ability of future generations to meet their needs. Sustainable enterprise is about business of the future. In the face of serious environmental and social problems, you'll learn to come up with solutions and new ways of doing business.

### YOU'LL LEARN

- Sustainability strategies and long-term planning
- Drivers and barriers to business with social and environmental issues
- Sustainable production and supply chain management
- Stakeholder engagement including community, retailers, suppliers, consumers and NGOs
- Scientific, political, moral and economic dimensions of environmental issues in business

Find out more about sustainable enterprise at AUT



## Want more?

With a conjoint or double degree programme you can broaden your career options. Conjoint programmes and double degrees broaden your knowledge and opportunities, but usually don't take double the time to complete.

## Conjoint programmes

You study two degrees at the same time in a single programme of study. It's usually possible to complete two three-year degrees in four to five years. Based on your personality type, we recommend you consider:

### Bachelor of Business and Bachelor of Computer and Information Sciences Conjoint Programme

A sound understanding of computer and information sciences is essential for any business. With the Bachelor of Business and Bachelor of Computer and Information Sciences conjoint programme you develop a sound technical understanding of computing and information technology and knowledge of core business disciplines.

In as little as four years, you'll gain the ability to plan, develop and apply appropriate technologies and tools to framing and solving problems in a range of contexts.

Find out more about business and computer and information sciences at AUT



## Bachelor of Business and Bachelor of Health Science in Psychology Conjoint Programme

There's no business without a human dimension. With the Bachelor of Business and Bachelor of Health Science in Psychology conjoint programme you'll develop skills in business and psychology, in as little as four and a half years.

You'll gain a sound understanding of core business disciplines and how they impact on each other, as well as knowledge of psychological research and theory. Graduates with an understanding of human psychology as well as business will be equipped for a range of exciting careers – from advertising, human resources and employment relations, to management, leadership and sales.

[Find out more about business and health science in psychology at AUT](#) 

## Bachelor of Business and Bachelor of Science Conjoint Programme

Study both business and science, and develop skills in both disciplines in as little as four years with the Bachelor of Business and Bachelor of Science conjoint programme.

Develop skills and knowledge from two complementary disciplines, and be prepared for numerous career opportunities across a diverse field. With the Bachelor of Business and Bachelor of Science conjoint programme you can follow your passion for science, and gain essential business skills at the same time.

[Find out more about business and science at AUT](#) 

## Double degrees

The difference between double degrees and conjoint programmes is that in the double degrees you apply for and enrol separately in each of the two degrees. Based on your personality type we recommend you consider:

### Bachelor of Business and Bachelor of Design Double Degree

The Bachelor of Design is creative and practical, with strong input from industry partners like Weta Workshop, Fisher & Paykel Healthcare, Auckland Art Gallery, Creative New Zealand and Kate Sylvester. As a Bachelor

of Business and Bachelor of Design student you have access to world-class facilities and collaborate with other business or art and design students.

[Find out more about design at AUT](#) 

### Bachelor of Business and Bachelor of Laws Double Degree

Gain a competitive edge and enhance your career options by choosing to study law alongside business. You can complete a double degree in as little as five years. You become an articulate communicator, and confident in your understanding of legal principles and their

relevance to business and community. You also develop your critical thinking and problem-solving skills, your ability to act ethically, and your sense of community and professional responsibility.

[Find out more about law at AUT](#) 



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