



Business



Things grow when the conditions are right.

It's true for industry, agriculture and it's most certainly true for people. At Lincoln University, helping you grow is what we are all about.

And we encourage you to do it your way, with diverse learning that fits your ambitions in an environment that allows you to flourish.

We partner you with industry to prepare you for the real world and to plant the seeds of a rewarding future.

So when the time comes, you're ready to go out there and grow the future for yourself and others.

Welcome to Lincoln University.
A place to grow.



Welcome

Lincoln University is proud to help grow your future.

As the longest running agriculturally based university in the Southern Hemisphere, Lincoln's story begins with farming but it certainly doesn't end there. As New Zealand's economy has diversified so have we. What we are interested in growing is people.

Now more than ever, we are enabling our students to grow to meet urgent industry demands in areas such as food, fibre, sustainability, agribusiness and more.

At Lincoln, we offer great learning and growth through powerful applied research, deep industry collaborations, global connections and world-class learning environments and teaching.

As a Lincoln graduate you'll arrive at your career globally connected, forward thinking and ready to shape tomorrow.

Lincoln is a safe haven that will offer you a wealth of opportunities to develop leading-edge skills here and in the real world. Just as importantly, you will become part of a thriving and inclusive student community, forging friendships that will last a lifetime.

We truly look forward to helping you grow.

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Lincoln and the Canterbury region

Welcome to Canterbury

Our campus is located in the Lincoln township, a thriving village on the Canterbury plains.

Lincoln is small and very friendly. It boasts local pubs, great cafés and eateries, shops and even its own farmers and craft market.

Twenty minutes away is Ōtautahi Christchurch, which is transforming itself into one of the world's most sustainable cities. Its rapidly evolving culture and energy makes it ideal for students.

And no more than a couple of hours from Ōtautahi Christchurch, Canterbury offers a huge range of exciting recreational options in areas of incredible natural beauty – you can bungee jump, hike, mountain bike, raft, surf, swim, play golf, shop, visit wineries and gardens, and so much more.



Choosing Lincoln University

At Lincoln, we've got a solid reputation for offering the finest, most industry-relevant learning programmes. And we'd like to make you a part of that.

As New Zealand's leading land-based university, our specialised subject areas are all about harnessing the value of the land to help make the world a better place.

We've got strong industry ties to ensure that your learning lines up with what businesses need. Loads of our students gain work experience while they study, picking up real skills for the real world. You can't put a price on that.

We're the smallest university in New Zealand, which means a more personal learning environment, extra face time with lecturers and a friendly, village atmosphere.

Māori and Pasifika

Lincoln University is a great place for Māori and Pasifika students to gain an excellent qualification in a fun, friendly and supportive environment.

We offer a values based programme of manaaki (support) for Māori students called Manaaki Taura that offers academic support, internships and practical work opportunities.

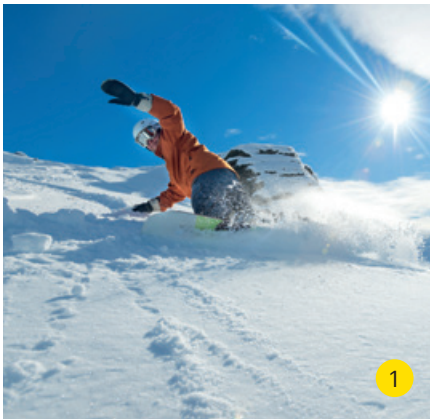
We're also committed to helping to develop the next generation of Māori and Pasifika leaders by offering industry-relevant, career-orientated programmes with support from Te Manutaki - the Māori and Pasifika Team.

International students

Our students hail from around 80 different countries throughout the world. This makes Lincoln University a truly global network and a diverse, exciting place to be.

We hope you will join us soon.

- 1 Skiing at a local skifield only an hour and a half's drive from Ōtautahi Christchurch.
- 2 Local kapa haka group.
- 3 Recreational biking on Banks Peninsula.



Photos: ChristchurchNZ

Why Lincoln University?

At Lincoln University, we love our green and vibrant village full of like-minded people. There's always something to get involved in and the vibe is super friendly. Here are just a few of the things available to you as a Lincoln student.

Join the club.

Looking for great ways to meet new people, broaden your horizons and have some fun? Join a club. The Lincoln University Students' Association (LUSA) and the Whare Hākinakina LU Gym oversee all of our clubs and organisations. We can fill you in on what's out there or even help you set up your own club.

Help is here.

Every student needs a little help now and then. That's why we have support services for every area of student life. And they're there for you whenever you need them. Whether it's budgeting advice, help with a physical or mental health problem or you just want someone friendly to talk to, we're on your side.

LUSA. They're for you.

The good people at the Lincoln University Students' Association are all about making student life the best it can be. Independent from the university, they offer impartial advice and look after your student rights. LUSA is committed to the Treaty of Waitangi and they help represent our Māori students at Lincoln. They also organise awesome and affordable events.

Follow us and keep up to date



Bridging the gap.

Urban meets rural at Lincoln, with students arriving from bustling cities, remote country farms and everywhere in between. They all find their place at New Zealand's top land-based university and they tend to leave as lifelong friends.

Read it in RAM.

RAM is our infamous, entertaining and essential Lincoln student magazine. It's your monthly fix of satire, legend, inside word and even the occasional serious and factual article. Don't miss it.

Great care for little ones.

Our philosophy of helping people to grow also extends to our fantastic childcare centres. We create an environment that promotes wonder and play as central to learning. Children of all cultures love it, which makes it much easier for their parents to concentrate on studying.

Stellar coffee.

Where there are university students, there are also great cafés. And in our case, they're well worth a visit or two. If you're after a coffee to get your brain going, head to our fantastic student space, Grounded (which includes an awesome espresso bar), or our central café, Mrs O's.




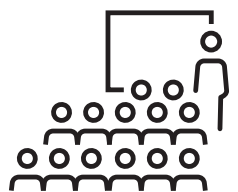

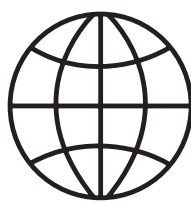



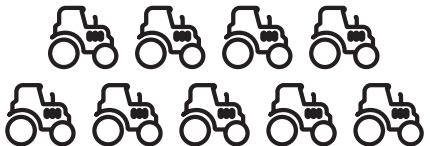

This way up.

Need a bit of pointing in the right direction? There are plenty of people on campus to talk to about career and employment advice. If you want to discuss job possibilities or need to find a part-time gig while you study, we're here and ready to help.

- 1 The Grounded student space is a great place to catch-up.
- 2 Students enjoying themselves at the end-of-year Garden Party.
- 3 The Lincoln Tramping and Climbing club, one of over 30 clubs and societies at Lincoln.



Lincoln at a glance

<div>15th</div> <div>rated for small universities globally</div> <div></div>	<div>82%</div> <div>of graduates in paid employment</div> <div></div>	<div>100%</div> <div>of campus energy is renewable</div> <div></div>
<div>13.3:1</div> <div>student to staff ratio</div> <div></div>	<div>92%</div> <div>of students say the University meets or exceeds expectations</div> <div></div>	<div>Students from over 67 countries</div> <div></div>
<div>In the top 25% of QS World University Rankings 2024</div> <div></div>	<div>Attracts urban & rural students</div> <div></div>	<div>3rd oldest University in New Zealand</div> <div></div>
<div>2,412</div> <div>hectares of farms</div> <div></div>	<div>17</div> <div>research centres and collaborations</div> <div></div>	

Areas of specialisation & qualifications



Lincoln University's areas of specialisation

Our nine areas of specialisation are designed to help you tailor your learning to your ambitions.

Each area contains a range of practical study programmes that you can mix and match to gain the breadth of knowledge and expertise needed for success in your chosen field.

Lincoln University areas of specialisation

Agriculture, Horticulture
and Viticulture

Business

Environment

Food, Wine and Beer

Landscape Architecture

Property and Valuation

Science

Sport and Recreation

Tourism



The purpose of this booklet

Our business programmes will prepare you to play a part in meeting the major demand for university graduates in some of the world's most enduring professions.

This booklet outlines the qualifications within the specialisation and explores potential career outcomes, as well as providing valuable information on how to get where you want to be.

We cover pathways our graduates have taken, offer insights into the journeys of some of our current students, and throw some real-world facts into the mix.

Ultimately, this book will assist you in making the right choice to grow your future.



To see the full range of qualifications on offer, visit: www.lincoln.ac.nz

Business

Our business programmes will open up a world of opportunities in the broad range of industries driving the New Zealand economy. These include areas as diverse as agri-food, tourism, property, farms and global value chains.

Many of our qualifications focus on agribusiness and the commercial considerations of the land-based industries. We also place a strong emphasis on understanding the global nature of value chains, which connect international markets, allowing you to bring the world to New Zealand and New Zealand to the world.

We tailor our degrees to the business sectors, giving you a strong

understanding of the concepts and industry-specific knowledge valued by employers. Our programmes produce work-ready graduates with a unique combination of skills that allow them to easily find employment or run their own businesses.

The vast majority of our students move quickly into careers that are highly relevant to their degrees. Many secure jobs by the start of their third year of study and a large number of employers visit us specifically to recruit business graduates.

Our real-world examples and practical experiences will give you the skills to make an immediate difference in your chosen business career.

You'll learn from some of the best researchers and lecturers in the field and have access to the most up-to-date industry knowledge.



Qualifications

- Diploma in Commerce
- Bachelor of Agribusiness & Food Marketing
- Bachelor of Commerce
- Bachelor of Commerce (Agriculture)
- Bachelor of Commerce (Agriculture & Professional Accounting)
- Bachelor of Commerce (Horticulture)
- Bachelor of Commerce (Sustainability)
- Bachelor of Commerce with Honours
- Bachelor of Land & Property Management
- Graduate Certificate in Commerce
- Graduate Diploma in Commerce
- Graduate Diploma in Property Management
- Graduate Diploma in Valuation
- Pathway Certificate for MPA Entry
- Postgraduate Certificate in Commerce
- Postgraduate Diploma in Commerce
- Master of Applied Computing
- Master of Business in Finance
- Master of Business in Global Management & Marketing
- Master of Commerce (Agricultural)
- Master of Commerce & Management
- Master of Fintech & Investment Management
- Master of Management in Agribusiness
- Master of Professional Accounting (CPA)
- PhD

Bachelor of Agribusiness and Food Marketing

Duration (Years)

3

Intake (Semesters)

1

2

Food. A multi-billion dollar industry in a fast-changing world, with huge demand for experts who understand food systems, from production to the final consumer. Ready to get your teeth into a career with a big future? With the Bachelor of Agribusiness and Food Marketing, you will be employable right across the agrifood value chain.

Did you know food and beverage makes up 65% of New Zealand exports?

As populations grow faster than resources, demand for innovative ways to produce and market food grows too.

Underpinned by our strong history in agriculture and agribusiness, this degree offers you excellent working knowledge of global agribusiness and food marketing, not to mention tasty career options in key fields.

Key features

- Gain the only specialised food marketing degree in the Southern Hemisphere
- Become work-ready and highly employable in agrifood sectors in New Zealand and around the world
- Gain promising career options in everything from supplier management to product development and marketing

Career opportunities

This degree will equip you for roles in areas such as food marketing and communications, product innovation, logistics and supply chain management, business development in dairy, meat, wine, horticulture and arable industries, processed food and beverage companies, product sales, and customer service.

Entry requirements

University Entrance through NCEA, or an approved equivalent qualification. If English is not your first language other entry requirements will apply. Learn more about English language requirements here: www.lincoln.ac.nz/english-requirements

Recommended preparation

- Agribusiness
- Agriculture/Horticulture
- Biology
- Economics
- English*
- Māori Studies

*Highly recommended subjects

Intake semesters

You can start in either:

- Semester 1 (late February)
- Semester 2 (mid July)*

There are also options for starting in summer semesters, although the range of courses available would be limited.

*Please obtain course advice if you are thinking about this option.

Additional major or minor

There may be an opportunity to add an additional major to your programme of study. Please refer to the programme course advisor for further information.

Practical work

You'll need to complete 18 weeks of practical work during your degree. This must be undertaken in two different areas with a maximum of 12 weeks in any of the following:

- An agricultural production based enterprise, such as farms working with livestock, crop, horticulture, vineyards or aquaculture
- An associated processing industry facility, such as food factories, wineries or meat works
- A distribution, logistics, transport centre or similar for agrifood products
- A marketing agency, food marketing, food service retail, wholesalers or similar

For more information, please email the Practical Work Coordinator at practicalwork@lincoln.ac.nz or phone +64 3 423 0061.



Course structure

Year 1							
ECON 113	MGMT 106	COMM 112	FOOD 101	MKTG 115	COMM 111	Elective	Elective
Year 2							
FOOD 201	MKTG 210	MGMT 222	MGMT 223 or FOOD 202	Elective	Elective	Elective	Elective
Year 3							
MKTG 301	FOOD 301	MKTG 323	MGMT 341	MGMT 340	MKTG 308	Elective	Elective

Please note this degree structure is indicative only. A course advisor can assist you to select your electives and plan your degree.

■ Compulsory course ■ Elective course

Programme contacts

Nic Lees
Course Advisor
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P: 03 423 0275

Sharon Lucock
Course Advisor
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P: 03 423 0262



For more information or to apply visit www.lincoln.ac.nz or call 0800 10 60 10.



Lincoln's helped me to grow so much. Before I came to university, I was working in the food and wine industry. Now I've got an academic qualification that will improve my career prospects, which is so amazing.

Ellen Pryor
Bachelor of Agribusiness and Food Marketing



Bachelor of Commerce (Agriculture)

If you're not one to follow the herd, here's the degree for you. It's specialised, industry-related and prepares you for leadership in both farming and agribusiness.

Agriculture is a bio-economic endeavour. Gain in-depth knowledge of the interaction between the disciplines of biology, commerce and farm systems. This degree includes academic courses, real-world case studies, field trips and regional study tours.

Key features

- Gain a degree that translates directly to industry
- Develop a broad knowledge base in farm systems management, agribusiness, animal, plant and soil production and put it to work in a variety of professional contexts

Career opportunities

This programme will equip you for roles right across the agricultural industry, including areas such as farm management, farm services, agricultural consultancy, rural finance, rural insurance, and accounting.

Entry requirements

University Entrance through NCEA, or an approved equivalent qualification
If English is not your first language other entry requirements will apply. Learn more about English language requirements here: www.lincoln.ac.nz/english-requirements

Recommended preparation

- Accounting
- Agriculture/Horticulture
- Biology
- Chemistry
- Computing
- Economics
- English*
- Māori Studies
- Maths/Statistics

*Highly recommended subjects

Intake semesters

You can start in either:

- Semester 1 (late February)
- Semester 2 (mid July)*

*Please obtain course advice if you are thinking about this option.

Additional major

There may be an opportunity to add an additional major to your programme of study. Please refer to the programme course advisor for further information.

Practical work

You'll need to complete at least 30 weeks of practical work during your degree. This could be either:

- Two farm placements of 15 weeks each, or
- Two farm placements plus an allied placement of 10 weeks each

You must work for 10-15 weeks per workplace and complete two reports.

Previous farming experience is preferred but not essential.

To pass the practical work component, you'll need to demonstrate:

- Competence in driving vehicles (previous experience driving tractors or trucks would be an advantage)
- A physical aptitude for working on farms without endangering yourself or others

For more information, please email the Practical Work Coordinator at practicalwork@lincoln.ac.nz or phone +64 3 423 0061.

Duration (Years)

3

Intake (Semesters)

1 2



Course structure

Year 1					Choose two from		
ECON 113	MGMT 103	COMM 112	COMM 111	LWST 114	PLSC 104	ANSC 105	SOSC 106
Year 2							
MGMT 201	MGMT 222	MGMT 203	MGMT 202	ANSC 213	PLSC 204	SOSC 224	Elective
Year 3							
MGMT 316	MGMT 318	MGMT 340	MGMT 317	Elective	Elective	Elective	Elective

Please note this degree structure is indicative only.
A course advisor can assist you to select your electives and plan your degree.

Compulsory course Elective course Recommended elective course

Programme contact

Victoria Westbrooke
Course Advisor
E: victoria.westbrooke@lincoln.ac.nz
P: 03 423 0272

For more information or to apply visit www.lincoln.ac.nz or call 0800 10 60 10.

I decided to attend Lincoln because of its great reputation in the agricultural sector.

Anna Paget
Bachelor of Commerce
(Agriculture)

Bachelor of Commerce (Agriculture and Professional Accounting)

Become equipped for leadership in the farming, agribusiness and accounting sectors. This four-year degree includes components of farm management, agricultural production, accounting and business courses. You'll graduate well ahead of the curve.

The farming sector needs excellent accounting skills like cows need grass. Want to put expert farming knowledge and your skills with numbers to work in a key New Zealand industry? Here's the degree for you.

Key features

This degree will enable you to meet the academic requirements for:

- Certified Practising Accountants (CPA) Australia, one of the world's largest accounting bodies
- Chartered Accountants Australia and New Zealand (CA ANZ), a leading professional association of leaders in business and finance in Australia and New Zealand
- Association of Chartered Certified Accountants (ACCA), a network of finance professionals across the globe that give you meaningful connections and industry credibility

Career opportunities

As a Bachelor of Commerce – Agriculture and Professional Accounting graduate, you will be well equipped for leadership roles across the accounting sector in almost any farming, agribusiness and accounting firm.

Entry requirements

University Entrance through NCEA, or an approved equivalent qualification

If English is not your first language other entry requirements will apply. Learn more about English language requirements here: www.lincoln.ac.nz/english-requirements

Recommended preparation

- Accounting*
- Agriculture/Horticulture
- Biology
- Chemistry
- Computing
- Economics
- English*
- Māori Studies
- Maths/Statistics

*Highly recommended subjects

Intake semesters

You can start in either:

- Semester 1 (late February)
- Semester 2 (mid July)*

There are also options for starting in summer semesters, although the range of courses available would be limited.

*Please obtain course advice if you are thinking about this option.

Practical work

You'll need to complete at least 30 weeks of practical work during your degree. This could be either:

- Two farm placements of 15 weeks each, or
- Two farm placements plus an allied placement of 10 weeks each

You must work for 10-15 weeks per workplace and complete two reports.

Previous farming experience is preferred but not essential.

To pass the practical work component, you'll need to demonstrate:

- Competence in driving vehicles (previous experience driving tractors or trucks would be an advantage)
- A physical aptitude for working on farms without endangering yourself or others

For more information, please email the Practical Work Coordinator at practicalwork@lincoln.ac.nz or phone **+64 3 423 0061**.

Duration (Years)

4

Intake (Semesters)

1 2



Course structure

Year 1				Choose two from			
ACCT 101	COMM 112	ECON 113	LWST 114	MGMT 103	ANSC 105	PLSC 104	SOSC 106
Year 2							
MGMT 201 or MGMT 214	ACCT 202	ACCT 203	MGMT 202 or MGMT 216	MGMT 203	MGMT 222	Elective	Elective
Year 3							
MGMT 316	FINC 204	MGMT 318	MGMT 317	MGMT 340	COMM 111	ACCT 211	ACCT 203
Year 4							
ACCT 302	ACCT 306	ACCT 308	ACCT 310	LWST 201	Elective	Elective	Elective

Please note this degree structure is indicative only. A course advisor can assist you to select your electives and plan your degree.

Compulsory course Elective course Recommended elective course

Programme contacts

Claire Beattie
Course Advisor (Accounting)
E: claire.beattie@lincoln.ac.nz
P: 03 423 0213

Alison Bailey
Course Advisor (Agriculture)
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P: 03 423 0272



For more information or to apply visit www.lincoln.ac.nz or call 0800 10 60 10.

The Bachelor of Commerce (Agriculture and Professional Accounting) provides many opportunities for employment, as you stand out from the crowd. The degree gives you a different skill set that is in demand with the ever-expanding agricultural sector.

Fiona Pahl
Bachelor of Commerce (Agriculture and Professional Accounting)

Bachelor of Commerce (Sustainability)

Develop an understanding of how commercial decisions and actions can be made in a sustainable manner, preserving and enhancing land-based resources and well-being.

This degree integrates environmental, social and economic pillars to reflect stewardship of the planet, while returning a fair and equitable profit to individuals, organisations and the community. It also gives a bicultural perspective to recognise both the history and future of sustainability in Aotearoa New Zealand.

Sustainability is one of the major driving forces in the early 21st century. Being able to apply its principles in the business world allows you to create positive change in many different areas.

Key features

- Develop an understanding of modern sustainability concepts, perspectives, and issues coupled with a sound understanding of value creation and general commercial activity in a land-based context
- Learn how to drive integrated sustainability initiatives and goals at local, national and global levels
- Gain the ability to outline the planet, people, and profit construct and how these pillars interact in a holistic sustainable land-focused environment
- Learn how to describe the basics of commercial activity from a consumer-

- oriented, value-driven perspective fully incorporating an overall systems approach to planning and implementation in a land-focused context
- Understand and recognise current and future technological landscapes that impacts land-focused sustainability
 - Gain knowledge of land-based planning and control systems and how these can be effectively employed to drive sustainable operations
 - Learn how to analyse and report on the multi-faceted sustainability profile of a land-focused organisation and its activities

Career opportunities

This programme will prepare you to fulfil rapidly emerging sustainability roles in all sectors, but especially in land-related organisations.

Entry requirements

University Entrance through NCEA, or an approved equivalent qualification

If English is not your first language other entry requirements will apply.

Learn more about English language requirements here: www.lincoln.ac.nz/english-requirements

Recommended preparation

- Accounting*
- Computing
- Economics
- English*
- Māori Studies
- Maths/Statistics

*Highly recommended subjects.

Intake semesters

You can start in either:

- Semester 1 (late February)
- Semester 2 (mid July)*

*Please obtain course advice if you are thinking about this option.

Duration (Years)

3

Intake (Semesters)

12



Course structure

Year 1							
LINC 101	ECON 113	BMGT 116	MGMT 103	ECOL 103	COMM 111	ERST 201	MKTG 115
Year 2							
MAST 104	COMM 112	LINC 201	MGMT 203	WATR 201	COMM204	Elective	Elective
Year 3							
BMGT 301	LWST 302	COMM3ZZ*	MAST 319	ECOL 309 or ENSC 301	ERST 330 or ERST 302	Elective	Elective

Please note this degree structure is indicative only.
A course advisor can assist you to select your electives and plan your degree.
*This prescribed course is pending approval

Compulsory course Elective course Required elective course

Programme contact

Jeff Heyl
Course Advisor
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P: 03 423 0208

➔ For more information or to apply visit www.lincoln.ac.nz or call 0800 10 60 10.



This programme will develop graduates with a sound foundation in commerce coupled with an understanding of environmental issues and sustainability in a land-focused context. This will enable them to blend these in a manner that can drive innovative, integrated sustainable solutions for businesses in multiple sectors at local, national, and global levels.

Jeff Heyl
Programme Director



Bachelor of Commerce (Horticulture)

Prepare for a management position in the horticultural and food industries and meet a strong demand for professionals who can cater to increasing global pressure for high-quality food. The Bachelor of Commerce (Horticulture) will give you the skills and knowledge to pursue a career in a management or advisory role.

Business skills are also needed in associated areas such as the agrochemical, fertiliser and horticultural machinery distribution industries, so there will be a wide range of career possibilities open to you when you graduate.

Key features

- Develop an in-depth understanding of the bio-physical environment and biological production systems as they relate to horticultural production
- Learn about the characteristics of the horticultural industry and the theoretical concepts that underpin its operation and management
- Discover how to analyse the likely impacts of new technologies and innovative practices in the horticultural sector
- Learn to apply appropriate approaches, methods and tools to analyse, evaluate and solve problems related to horticultural production and agribusiness management and marketing issues
- Integrate theory and practice from different disciplines to evaluate complex social, economic and technical aspects of global horticultural systems
- Learn to communicate a clear, fluent understanding of real-world horticultural business issues

Career opportunities

This programme will prepare you for management and advisory positions in the horticultural industry and/or food-related organisations, with potential to move into governance roles.

Entry requirements

University Entrance through NCEA, or an approved equivalent qualification
If English is not your first language other entry requirements will apply. Learn more about English language requirements here: www.lincoln.ac.nz/english-requirements

Recommended preparation

- Agriculture /Horticulture
- Biology
- Chemistry
- Computing
- Economics
- English
- Māori Studies
- Maths/Statistics
- Technology

Practical work

You'll need to complete at least 30 weeks of practical work during your degree.

This could be either:

- Two horticultural placements of 15 weeks each, or
- Two horticultural placements of 10 weeks each plus an allied placement of 10 weeks

The minimum placement is 10 weeks per workplace. The maximum placement is 15 weeks. Two reports are required.

For more information, please email the Practical Work Coordinator at practicalwork@lincoln.ac.nz or phone +64 3 423 0061.

Duration (Years)

3

Intake (Semesters)

1



Course structure

Year 1							
COMM 111	COMM 112	ECON 113	HORT 107	LWST 114	MKTG 115	PLSC 104	SOSC 106
Year 2							
HORT 222	MGMT 106	MGMT 214	MGMT 216	MGMT 222	Elective	Elective	Elective
Year 3							
BMGT 221	MGMT 318	MGMT 340	MGMT 344	Elective	Elective	Elective	Elective

Please note this degree structure is indicative only.
A course advisor can assist you to select your electives and plan your degree.

■ Compulsory course ■ Elective course

Programme contact

Meike Rombach
Course Advisor
E: meike.rombach@lincoln.ac.nz
P: 03 423 0271

➔ For more information or to apply visit www.lincoln.ac.nz or call 0800 10 60 10.



The goal of the programme is to provide business and management skills that directly apply to the specific and complex nature of the horticultural industry. Extensive feedback from the industry suggests that higher level academic training will be needed for managerial staff

Professor Alison Bailey
Land Management and Systems



Bachelor of Commerce | Accounting and Finance major

University Affiliation Program  CFA Institute®

There’s more to a career in accounting and finance than just numbers. Here’s a degree that gives you all the skills you need to become sought after with companies here and overseas.

This degree provides you with plentiful employment opportunities almost anywhere in the world. Learn how firms develop and use financial systems and models to enhance their value. Then graduate with all the requirements of professional accounting bodies and be ready to pursue even higher qualifications.

Key features

- Gain knowledge and practical skills that are firmly real-world based and relevant to your future career
- Graduate with reputable qualification that meets the requirements for Australasia’s professional accounting bodies Certified Practising Accountants (CPA Australia, Chartered Accountants Australia and New Zealand (CAANZ) and the Association of Chartered Certified Accountants (ACCA)
- Gain the ability to enter the Chartered Financial Analyst (CFA) qualification for investment and financial professionals
- Take advantage of potential job opportunities, with accounting and finance firms often seeking Lincoln graduates

Career opportunities

You’ll be ideally placed for a number of substantial careers in areas such as professional accounting, banking, financial consulting, stock broking, investment analysis, auditing, business advisory, insurance, rural banking, rural accounting and financial control.

Entry requirements

University Entrance through NCEA, or an approved equivalent qualification
If English is not your first language other entry requirements will apply. Learn more about English language requirements here: www.lincoln.ac.nz/english-requirements

Recommended preparation

- Accounting*
- Computing
- Economics
- English*
- Māori Studies
- Maths/Statistics*

*Highly recommended subjects

Intake semesters

- You can start in either:
- Semester 1 (late February)
 - Semester 2 (mid July)*

There are also options for starting in summer semesters, although the range of courses available would be limited.

*Please obtain course advice if you are thinking about this option.

Additional major or minor

There may be an opportunity to add an additional major or minor to your programme of study. Please refer to the programme course advisor for further information.

Duration (Years)

3

Intake (Semesters)




12



Course structure

Year 1							
ECON 113	COMM 112	BMGT 116	COMM 111	ACCT 101	MKTG 115	FINC 101	LWST 114
Year 2							
ACCT 211	FINC 204	ACCT 202	FINC 211	Elective	Elective	Elective	Elective
Year 3							
FINC 304	FINC 300	ACCT 300	Elective	Elective	Elective	Elective	Elective


Please note this degree structure is indicative only.
A course advisor can assist you to select your electives and plan your degree.


 Compulsory course  Select one ACCT and one FINC course  Elective course

Courses required for CFA pathway: FINC 305, FINC 307, FINC 310, FINC 312.
Courses required to meet Professional Accounting: ACCT 203, LWST 201, ACCT 302, ACCT 306, ACCT 308, ACCT 310.

Programme contact

Claire Beattie
Course Advisor
E: claire.beattie@lincoln.ac.nz
P: 03 423 0213

 For more information or to apply visit www.lincoln.ac.nz or call 0800 10 60 10.


I am interested in becoming a Chartered Accountant or a Chartered Financial Analyst and with this degree, I don’t have to decide until after I graduate. I can learn two disciplines and then choose what I want to do once I am in the workplace.

Gregory Fleming
Bachelor of Commerce
(Accounting and Finance)



Bachelor of Commerce | Entrepreneurship and Innovation major

Entrepreneurship and innovation involve thinking outside the box and doing things differently — that’s what this major is all about. Learn how to maximise your entrepreneurial spirit by cultivating practical knowledge and critical thinking skills through imagination and creativity. You’ll be well-prepared to tackle some of Aotearoa New Zealand’s most significant issues and become ready to take on whatever the global digital economy has to offer.

Self-starters are sorely needed in New Zealand. This modern approach to business education will put you in the right position to start your own business, develop a new product, connect with business experts, pioneer corporate innovation, and lead market changes.

Key features

- Become a forward-thinking innovator with the skills to start your own business and succeed in a dynamic global economy
- Develop an understanding of key concepts and practice in entrepreneurship and innovation, such as idea generation, opportunity recognition and business planning
- Learn how to solve problems using critical thinking and make socially responsibly business decisions
- Gain practical experience in market research and customer engagement while learning academic theory, such as psychology and consumer behaviour
- Think outside the box and develop your sense of imagination, exploration, creation, and reflection

Career opportunities

Graduates will be well-prepared to start their own business or work in business-orientated roles such as development, innovation management, venture capital and consulting. They could also pursue opportunities in wider fields such as technology commercialisation, social entrepreneurship, and graduate research.

Entry requirements

University Entrance through NCEA, or an approved equivalent qualification

If English is not your first language other entry requirements will apply. Learn more about English language requirements here: www.lincoln.ac.nz/english-requirements

Recommended preparation

- Accounting
- Computing
- Economics
- English*
- Māori Studies
- Maths/Statistics*

*Highly recommended subjects.

Intake semesters

- You can start in either:
- Semester 1 (late February)
 - Semester 2 (early July)*

*Please obtain course advice if you are thinking about this option.

Additional major or minor

There may be an opportunity to add an additional major or minor to your programme of study. Please refer to the programme course advisor for further information.

Duration (Years)

3

Intake (Semesters)

12



Course structure

Year 1							
LWST 114	ECON 113	BMGT 116	COMM 112	COMM 111	MKTG 115	BMGT 102	PSYC 102
Year 2							
BMGT 231	MKTG 205	PSYC 202	Elective	Elective	Elective	Elective	Elective
Year 3							
BMGT 325	BMGT 321	BMGT 331	Elective	Elective	Elective	Elective	Elective

Please note this degree structure is indicative only.
A course advisor can assist you to select your electives and plan your degree.

Compulsory course Elective course

Programme contact

Dr. Faith Jeremiah
Programme Director
E: faith.jeremiah@lincoln.ac.nz
P: 03 423 0751

For more information or to apply visit www.lincoln.ac.nz or call 0800 10 60 10.

I loved the Commerce department. The lecturers are awesome people and really care about your future.

Chloe Balderstone
Bachelor of Commerce graduate

Bachelor of Commerce | Food and Resource Economics major

The world needs innovative thinkers to address pressing challenges in food security, resource management, international trade, and economic development. This degree offers rigorous training in economic principles and policy and quantitative methods, empowering you to develop solutions for the future. If you are committed to making a positive global impact, explore how this programme can launch your career.

Food security, resource management, and environmental sustainability are critical for the future of our planet, and understanding the economics behind these areas can help develop practical solutions. This degree will train you in market analysis, food policy, resource and environmental management, sustainable and inclusive development, and international trade. You will learn to use data to make informed decisions—an increasingly important asset in today’s data-driven world. Economics is a widely applicable field that provides you with the skills to harness the possibilities and navigate the challenges in an interconnected world.

Key features

- Develop your analytical capabilities
- Gain the knowledge required to become a professional economist with skills that can be applied in roles with the industry, government, not-for-profit organisations and research institutions
- Study part of your degree abroad through our student exchange programme.

Career opportunities

Graduates work in government, industry, academia, financial services and banking, international organisations, non-profit organisations, and think tanks.

Entry requirements

University Entrance through NCEA, or an approved equivalent qualification

If English is not your first language other entry requirements will apply. Learn more about English language requirements here: www.lincoln.ac.nz/english-requirements

Recommended preparation

- Accounting
- Computing
- Economics
- English*
- Māori Studies
- Maths/Statistics*

*Highly recommended subjects

Duration (Years)

3

Intake (Semesters)

1 2



Course structure

Year 1							
MKTG 115	BMGT 116	COMM 111	COM 112	ECON 113	LWST 114	Elective	Elective
Year 2							
ECON 216	ECON 217	QMET204	Elective	Elective	Elective	Elective	Elective
Year 3							
ECON 325	ECON326	ECON327	ECON 302 or ECON 307	Elective	Elective	Elective	Elective

Please note this degree structure is indicative only. A course advisor can assist you to select your electives and plan your degree.

■ Compulsory course ■ Elective course

Programme contact

Puneet Vatsa
Course Advisor
E: puneet.vatsa@lincoln.ac.nz
P: 03 423 0274

➔ For more information or to apply visit www.lincoln.ac.nz or call 0800 10 60 10.



I chose to come to Lincoln because it's a small university, which means it has a great lecturer-student-ratio, and it's got excellent courses that actually lead into a job.

Chloe Balderstone
Bachelor of Commerce



Bachelor of Commerce | Global Business major

Do you see yourself leading and shaping global businesses with analytical and decision-making skills that add value to any organisation? Complete this degree and employers will see you that way too.

New Zealand needs graduates with international business management knowledge, skills and values. This degree will help you climb to the top with its emphasis on international management and multinational corporations.

Key features

- Nourish your ability to assess and evaluate business needs, then apply analytical and decision-making skills
- Learn the structure, systems and channels by which international business operates.

Career opportunities

Graduates are able to lead and shape global businesses. Through our particular food and ecosystems focus, agribusinesses are the natural employers of these graduates. Added courses in Business and Sustainability, Supply Chain Management or Hotel and Tourism Management give a competitive edge.

Entry requirements

University Entrance through NCEA, or an approved equivalent qualification
If English is not your first language other entry requirements will apply. Learn more about English language requirements here: www.lincoln.ac.nz/english-requirements

Recommended preparation

- Accounting
- Computing
- Economics
- English*
- Māori Studies
- Maths/Statistics

*Highly recommended subjects

Intake semesters

You can start in either:

- Semester 1 (late February)
- Semester 2 (mid July)*

There are also options for starting in summer semesters, although the range of courses available would be limited.

*Please obtain course advice if you are thinking about this option.

Additional major or minor

There may be an opportunity to add an additional major or minor to your programme of study. Please refer to the programme course advisor for further information.

Duration (Years)

3

Intake (Semesters)

12



Course structure

Year 1							
COMM 111	COMM 112	ECON 113	LWST 114	MKTG 115	BMGT 116	Elective	Elective
Year 2							
ACCT 202	BMGT 221	BMGT 211	ECON 212	Elective	Elective	Elective	Elective
Year 3							
BMGT 306	BMGT 324	Elective	Elective	Elective	Elective	Elective	Elective

Please note this degree structure is indicative only.
A course advisor can assist you to select your electives and plan your degree.

Compulsory course Elective course

Programme contact

Rob Radics
Course Advisor
E: robert.radics@lincoln.ac.nz
P: 03 423 0215

For more information or to apply visit www.lincoln.ac.nz or call 0800 10 60 10.

The ability to go and have in-depth chats with your lecturers was really great. I look back and think being at Lincoln was the best part of my life.

Jordan Pentecost
Bachelor of Commerce,
Postgraduate Diploma
in Finance

Bachelor of Commerce | Hotel and Tourism Management major

Open doors in the exciting and rewarding business of hotel and tourism management with this internationally recognised degree. Talk to us today to make your reservation.

As the industry evolves, there is a strong demand for degree-qualified managers who can drive sustainable growth while enhancing visitor experiences.

A career in this field offers global opportunities, allowing graduates to work in dynamic roles across hotels, airlines, tour operations, and event management worldwide. Lincoln University is the only university in New Zealand that offers a specialised hotel and tourism management major, equipping students with the skills to lead in this thriving industry. Studying at Lincoln provides unique insights into business strategy, environmental sustainability, and cultural awareness – essential for shaping the future of tourism. If you’re passionate about travel, hospitality, and making an impact, this degree is your gateway to an international career.

Key features

- Lectures, tutorials and field trips are taught and guided by Lincoln lecturers and guest experts from the hotel and tourism industry
- The degree is an internationally recognised qualification
- Graduates will be trained and educated to be critical thinkers, innovators and problem solvers

- Internships can be undertaken in approved hotel or tourism businesses or at The Hermitage Hotel, Aoraki-Mt Cook, a world-renowned hotel in the South Island of New Zealand. Then, when you graduate, the world’s your oyster

Career opportunities

With a Bachelor of Commerce (Hotel and Tourism Management major), you’ll be qualified for an executive-level career in general management and operations in the tourism and hotel industry, tourism activity businesses, airlines, hotels, resorts, marketing, food and beverage, and human resources in New Zealand or overseas.

Entry requirements

University Entrance through NCEA, or an approved equivalent qualification.

If English is not your first language other entry requirements will apply. Learn more about English language requirements here: www.lincoln.ac.nz/english-requirements

Recommended preparation

- Accounting
- Computing
- Economics
- English*
- Geography/Social Studies
- Māori Studies
- Maths/Statistics
- Tourism

*Highly recommended subject.

Intake semesters

- You can start in either:
- Semester 1 (late February)
 - Semester 2 (mid July)*

There are also options for starting in summer semesters, although the range of courses available would be limited.

*Please obtain course advice if you are thinking about this option.

Additional major

There may be an opportunity to add an additional major to your programme of study. Please refer to the programme course advisor for further information.

Duration (Years)

3

Intake (Semesters)

1 2



Course structure

Year 1							
TOUR 101	COMM 112	BMGT 116	COMM 111	LWST 114	MKTG 115	Elective	Elective
Year 2							
TOUR 203	BMGT 216	TOUR 202	BMGT 221	ECON 113	Elective	Elective	Elective
Year 3							
BMGT 306	BMGT 322	MKTG308	TOUR 303	Elective	Elective	Elective	Elective

Please note this degree structure is indicative only. A course advisor can assist you to select your electives and plan your degree.

Compulsory course Elective course

Practical work

Before graduating, you must complete 480 hours of an approved internship.

You'll need to submit evidence of your completed hours, as well as a written report, to the Practical Work Coordinator.

For more information, please email the Practical Work Coordinator at practicalwork@lincoln.ac.nz or phone +64 3 423 0061.

Programme contact

Dr Anthony Brien
Course Advisor
E: anthony.brien@lincoln.ac.nz
P: 03 423 0240



For more information or to apply visit www.lincoln.ac.nz or call 0800 10 60 10.



No two days in the hotel sector are the same and the development within the sector ensures there are sustainable outcomes.

Kate Sweeney
Bachelor of Commerce |
Hotel and Tourism
Management major



Bachelor of Commerce | Marketing major

How do you hear about products that help you live, work and play? Where do you get them? How much would you like to pay? Marketing is full of questions like these and this is the degree that helps you answer them.

This degree helps you develop the analytical skills to make excellent marketing decisions for your firm, consumers, society and the environment. You'll discover the science behind this persuasive art and learn how to make it work.

Key features

- Prepare for a career in creating, communicating and delivering products which will resonate with the core values held by consumers
- Investigate consumer behaviour and work on a real-world marketing research project in your third year of study – adding a practical dimension to your CV.

Career opportunities

You'll be well positioned for marketing roles in organisations of every kind. You could work in areas such as market advisory, brand analysis, sales development management, event marketing or media planning.

Entry requirements

University Entrance through NCEA, or an approved equivalent qualification
If English is not your first language other entry requirements will apply. Learn more about English language requirements here: www.lincoln.ac.nz/english-requirements

Recommended preparation

- Computing
- Economics
- English*
- Māori Studies
- Maths/Statistics

*Highly recommended subjects

Intake semesters

You can start in either:

- Semester 1 (late February)
- Semester 2 (mid July)*

There are also options for starting in summer semesters, although the range of courses available would be limited.

*Please obtain course advice if you are thinking about this option.

Additional major or minor

There may be an opportunity to add an additional major or minor to your programme of study. Please refer to the programme course advisor for further information.

Duration (Years)

3

Intake (Semesters)

12



Course structure

Year 1							
ECON 113	COMM 112	BMGT 116	COMM 111	LWST 114	MKTG 115	Elective	Elective
Year 2							
MKTG 202	MKTG 205	Elective	Elective	Elective	Elective	Elective	Elective
Year 3							
MKTG 301	MKTG 304*	MKTG 308	MKTG 311	MKTG 321	MKTG 322	Elective	Elective

Please note this degree structure is indicative only.
A course advisor can assist you to select your electives and plan your degree.
*This course is not currently offered.

Compulsory course Elective course Select three from six courses

Programme contact

Dr Tim Baird
Course Advisor
E: tim.baird@lincoln.ac.nz
P: 03 423 0249

For more information or to apply visit www.lincoln.ac.nz or call 0800 10 60 10.

I focused on marketing and economic courses, they were hugely beneficial for my current role.

Maddy Surie
Bachelor of Commerce

Bachelor of Commerce | Supply Chain Management major

Looking for a unique qualification? Want to become an expert in moving things around the world? Ready to be in high demand with the help of Lincoln’s great reputation? For amazing career opportunities in almost any industry, this is your degree.

This is a unique degree with great career potential. You’ll gain a sound working knowledge of logistics and supply chain management and the skills to manage global supply chains. Plus, as a Lincoln graduate you can expect doors to open for you with leading companies the world over.

Key features

- With this degree, you'll learn how a fully coordinated product/market system works
- Lincoln graduates with this major are quickly snapped up
- Lincoln is the only university to have a partnership with Kuehne + Nagel, the second biggest logistics and supply chain company in the world. You could be placed in their New York or Washington DC office straight after you graduate

Career opportunities

Roles include local, national, international and multinational companies, government and non-government organisations. You could work in such areas as supply chain analysis, procurement, inventory control, operations management, trade analysis, defence and humanitarian logistics, or freight and international logistics management.

Entry requirements

University Entrance through NCEA, or an approved equivalent qualification
If English is not your first language other entry requirements will apply. Learn more about English language requirements here: www.lincoln.ac.nz/english-requirements

Recommended preparation

- Accounting
- Computing
- Economics
- English*
- Maths/Statistics*
- Māori Studies

*Highly recommended subjects

Duration (Years)

3

Intake (Semesters)

1

2



Course structure

Year 1							
COMM 111	COMM 112	ECON 113	LWST 114	MKTG 115	BMGT 116	Elective	Elective
Year 2							
BMGT 201	MKTG 210	BMGT 211	Elective	Elective	Elective	Elective	Elective
Year 3							
BMGT 308	BMGT 314	MKTG 323	Elective	Elective	Elective	Elective	Elective

Please note this degree structure is indicative only.
A course advisor can assist you to select your electives and plan your degree.

■ Compulsory course ■ Elective course

Programme contact

Mark Wilson
Course Advisor
E: mark.wilson@lincoln.ac.nz
P: 03 423 0222



For more information or to apply visit www.lincoln.ac.nz or call 0800 10 60 10.

I chose a BCom because I have always been interested in business management. I really enjoyed the practical courses with real-life lessons.

Andrew Bishop
Bachelor of Commerce

Bachelor of Land and Property Management

This accredited degree is the perfect place to start your career as a land and property professional. As one of the most comprehensive degrees of its kind in Australasia, its high graduate employment rate will set you apart from others entering the field. You can even do a semester overseas.

Demand for urban and rural property graduates now far outstrips supply. That means you'll finish your degree able to walk into any number of great jobs.

Key features

- Study urban property or rural property or specialise by adding a major like accounting, finance, investment, or environmental management
- Gain a degree that is accredited by the Property Institute of New Zealand, the Valuers Registration Board, the Institute of Valuers, the Real Estate Agents Authority, and the Royal Institution of Chartered Surveyors.
- Benefit from a huge range of career options
- Be taught by specialists in the field with international experience, and up-to-date insights into the industry

Career opportunities

This degree will equip you for roles in areas such as valuation, property management, facilities and asset management, property development, investment and portfolio analysis, real estate brokerage, banking and finance, rural valuation, agricultural banking and finance, and farm consultancy.

Urban Valuation and Property Management – course structure

Year 1	ECON 113	ENGN 105	COMM 112	FINC 101	COMM 111	VAPM 101	LWST 114	Elective
Year 2	VAPM 201	VAPM 207	ECON 211	LWST 203	ENGN 232	VAPM 209	Elective	Elective
Year 3	VAPM 205	VAPM 308	VAPM 310	Elective	Elective	Elective	Elective	Elective
Year 4	VAPM 313	LWST 302	VAPM 314	VAPM 311	VAPM 309	ERST 202	Elective	Elective

Please note this degree structure is indicative only. A course advisor can assist you to select your electives and plan your degree. You may also be able to do a Rural and Urban Valuation major qualification.

Compulsory course Recommended elective Elective course

Entry requirements

University Entrance through NCEA, or an approved equivalent qualification
If English is not your first language other entry requirements will apply. Learn more about English language requirements here: www.lincoln.ac.nz/english-requirements

Recommended preparation

- Accounting
- Computing
- Economics
- English*
- Geography/Social Studies
- Māori Studies
- Maths/Statistics

*Highly recommended subjects

Duration (Years)

4

Intake (Semesters)

1

2



Rural Valuation – course structure

Year 1	ECON 113	MGMT 103	COMM 112	FINC 101	COMM 111	VAPM 101	SOSC 106	LWST 114
Year 2	ENGN 105	ECON 211	VAPM 208	LWST 203	MGMT 202 or MGMT 216	MGMT 201 or MGMT 214	VAPM 209	Elective
Year 3	VAPM 308	LWST 302	VAPM 310	VAPM 205	Elective	Elective	Elective	Elective
Year 4	MGMT 316	MGMT 318 or VAPM 309	VAPM 312	MGMT 317	ERST 202	Elective	Elective	Elective

Please note this degree structure is indicative only. A course advisor can assist you to select your electives and plan your degree. You may also be able to do a Rural and Urban Valuation major qualification.

Compulsory course Recommended elective Elective course

Intake semesters

You can start in either:

- Semester 1 (late February)
- Semester 2 (mid July)*

There are also options for starting in summer semesters, although the range of courses available would be limited.

*Please obtain course advice if you are thinking about this option.

Primary Production Specialisation – course structure

The Primary Production Specialisation is an option in conjunction with the Rural Valuation major.

Compulsory courses:
ANSC 105; MGMT 222; MGMT 318; MGMT 340.

Plus four of:
PLSC 104; ANSC 213; FORS 270; PLSC 204; SOSC 224; ANSC 312; PLSC 320; PLSC 321; SOSC 320.

Additional major or minor

There may be an opportunity to add an additional major or minor to your programme of study. Please refer to the programme course advisor for further information.

Practical work

You'll need to complete practical work for both majors (urban and rural) during your degree.

Urban major (12 weeks)

The Urban major requires you to complete 12 weeks of practical work. This must include six consecutive weeks with one employer.

Rural major (18 weeks)

The Rural major requires an additional 18 weeks of practical work experience in Primary Production and Allied Industries.

For more information, please email the Practical Work Coordinator at practicalwork@lincoln.ac.nz or phone +64 3 423 0061.

Programme contacts

David Dyason
Course Advisor
E: david.dyason@lincoln.ac.nz
P: 03 423 0218

Ed Percy
Course Advisor
E: edward.percy@lincoln.ac.nz
P: 03 423 0252

Mark Dow
Course Advisor
E: mark.dow@lincoln.ac.nz
P: 03 423 0202

Graham Squires
Course Advisor
E: graham.squires@lincoln.ac.nz

➔ For more information or to apply visit www.lincoln.ac.nz or call 0800 10 60 10.

Additional majors

Studying for a Bachelor's degree? You can include an additional major, which will supplement your degree programme with meaningful study in a complementary discipline.

Accounting

Develop the accounting-based knowledge and skills to pursue a wide variety of business careers. This major will massively increase your employability, especially when coupled with a core business major. Learn to evaluate accounting issues in a business environment, use the latest tools and techniques to solve accounting problems and prepare and analyse accounting and finance reports.

Courses

The Accounting major consists of eight courses: one 100-level course, four 200-level courses and three 300-level courses. Courses selected at the 300-level for the major cannot be applied to any other qualification.

Facilities Management

Gain a sound understanding of building form, function, materials, maintenance, processes and facility and corporate legislation. You will be equipped with the knowledge and skills required to develop and manage complex portfolios of real estate assets.

Courses

The major consists of eight courses, three at 100-level, two at 200-level and three at 300-level.

Economics

Use economics to solve real-world problems and gain the expertise to help address a range of global issues. You'll develop the ability to quantitatively analyse New Zealand value chains (from primary production to end consumers), a skill that is highly sought-after by employers.

Courses

The Economics major consists of eight courses: two 100-level courses, three 200-level courses and three 300-level courses. Courses selected at the 300-level for the major cannot be applied to any other qualification.

Environmental Management

This major is strongly aligned with Agriculture, Environmental Science, Tourism Management, Land and Property Management, Landscape Architecture and Recreation Management. If you're studying for one of these degrees, this major will provide you with essential environmental management skills, leading to employment in the profession.

The public and political interest in environmental issues across a broad range of industries, along with increased media coverage, is likely to increase the importance of the environment in employers' minds and

create more careers for people with environmental management skills.

Courses

This major consists of eight courses, which is one-third of a 24-course degree. At least three of the courses are at the 300-level and no more than three can be taken at the 100-level. Courses selected at the 300-level cannot be applied to any other qualification.

Event Management

Gain the expertise to pursue a career as an event professional in a range of industries. Event management is a growing area of specialisation at tertiary institutions throughout Australasia and the world. The significance of events has spread beyond the traditional realm of tourism, sport and the arts into the corporate world and a range of other sectors, including hospitality and wine and food production. Corporations, organisations and local councils appreciate the value that events and festivals bring to businesses and local economies as they help to facilitate their role in encouraging community development and engagement.

Courses

The Event Management major consists of eight courses – three 100-level courses, two 200-level courses and three 300-level courses. Courses selected at the 300-level cannot be applied to any other qualification.

Finance

Finance lies at the heart of business operations and is a dynamic field within the modern global economy. Develop the advanced knowledge and skills to become a finance expert so that when you join the workforce, you can effectively adapt to a rapidly changing business environment. As New Zealand becomes more dependent on global value chains, greater numbers of university graduates will be required in many industries.

Courses

The Finance major consists of eight courses: three 100-level courses, two 200-level courses and three 300-level courses. Courses selected at the 300-level for the major cannot be applied to any other qualification.

Global Business

Learn the management techniques required to run global organisations. Develop leadership and strategy skills and have the option of specialising in international marketing, international economics, or business sustainability management.

An emphasis on internationalisation of management, as well as management functions in multinational corporations, will offer employment opportunities all over the world.

Courses

The Global Business major consists of eight courses: two 100-level courses, three 200-level courses and three 300-level courses. Courses selected at the 300-level for the major cannot be applied to any other qualification.

Marketing

Develop the expertise to make the right marketing decisions for businesses, consumers, society and the environment. Become aware of the profession's social, ethical, moral and legal standards and their impact on society. You'll learn the concepts and tools to be a productive and responsible marketing professional.

Courses

The Marketing major consists of seven courses: two 100-level courses, two 200-level courses and three 300-level courses. Courses selected at the 300-level for the major cannot be applied to any other qualification.

Parks and Outdoor Recreation

The major in Parks and Outdoor Recreation is a multidisciplinary programme bringing together areas of social and ecological science to give a holistic approach to this field of study, equipping students for public and private sector roles in parks and reserves management, visitor services, recreation policy and planning or nature-based tourism.

Courses

This major consists of eight courses, which is one-third of a 24-course degree. Courses selected at the 300-level cannot be applied to any other qualification.

DOC Scholarship

The Department of Conservation (DOC) is offering a number of \$5,000 scholarships to talented Lincoln bachelor's degree students undertaking this major. DOC is looking for qualified individuals who can think and plan strategically for tourism on a landscape scale. DOC is also interested in graduates with multi-disciplinary skills in general management, working with iwi, whānau and hapū, visitor and facilities management and partnering skills to help DOC work with others to grow conservation. For more information and application details, visit lincoln.ac.nz/scholarships

Supply Chain Management

New Zealand is becoming more dependent on long, complex and vulnerable global supply chains for both imports and exports. Gain a solid grounding in sustainable supply chain practices and the legal framework of global business and prepare to work in supply chain managerial roles within any land-based, manufacturing or service industry. Supply chain management is taught from a systems perspective, to add value to producers, distributors and consumers.

Courses

The Supply Chain Management major consists of eight courses: two 100-level courses, three 200-level courses and three 300-level courses. Courses selected at the 300-level for the major cannot be applied to any other qualification.

Tourism Management

A knowledge of tourism adds an extra level of expertise if you would like to work in a range of organisations charged with protecting the physical environment. To be more effective, planners, designers and developers need to understand the behaviour of tourists. Understanding the commercial differences of tourism compared with other sectors of the economy will be invaluable if you're studying for a business degree.

Courses

The Tourism Management major consists of eight courses from the Bachelor of Sustainable Tourism (75 credits). In addition, there are a number of 'soft core' options (30 credits). Courses selected at the 300-level cannot be applied to any other qualification.

Water Management

Water management is a particular challenge for New Zealand, given that the nation's primary and tourism sectors are underpinned by high-quality fresh water and ecologically sustainable waterways. Yet waterways are diminishing in quality and water is over-allocated in many sub-regions. Develop the water management knowledge and skills to enter a career in the water, land or environmental management sector.

Courses

The Water Management major consists of eight courses, which is one-third of a 24-course degree. Courses selected at the 300-level cannot be applied to any other qualification.

Please note that some additional majors cannot be included with some degrees. Please seek course advice if you wish to complete an additional major.

Choose an additional major or minor

If you're studying for a Lincoln University bachelor's degree, you may be able to include an additional major, which will add depth to your qualification. Please speak to your course advisor to ensure you pick up the right courses for you.

This table will help you to work out which additional majors you can study within your chosen degree.

Degree	Accounting	Facilities Management	Economics	Environmental Management	Event Management	Finance	Global Business	Marketing	Parks and Outdoor Recreation	Supply Chain Management	Tourism Management	Water Management
Bachelor of Agribusiness and Food Marketing	•	•	✓	✓	✓	•	•	•	•	✓	✓	•
Bachelor of Commerce	•	•	•	•	•	•	•	•	•	•	•	•
Bachelor of Commerce (Agriculture)	•	•	•	•	•	•	•	•	•	•	•	•
Bachelor of Commerce (Agriculture and Professional Accounting)	X	X	X	X	X	X	X	X	X	X	X	X
Bachelor of Commerce (Horticulture)	X	X	X	X	X	X	X	X	X	X	X	X
Bachelor of Commerce (Sustainability)	•	•	•	•	•	•	•	•	•	•	•	•
Bachelor of Land and Property Management	✓	■	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

Minors are available in accounting, economics, finance, global business, marketing, and supply chain management.

✓ Additional major or minor may be available

■ Additional major or minor is included in degree

• Seek course advice

X Additional major or minor is not available

Missed out on University Entrance?

Look no further than our pathway options, which will lead you into a Bachelor's degree programme.

The Pathway Certificate (Foundation) will help you gain a grounding in academic studies and set you on your way to life at Lincoln University.

You'll gain a solid foundation in academic writing, mathematics and statistics, science or environment.

When you've completed the Pathway Certificate (Foundation), you'll be able to progress on to the First-Year Pathway

Diploma, and then onto to a Bachelor's degree.

The First-Year Pathway Diploma provides a firm academic grounding while allowing you to work towards your future degree.

You'll develop your academic skills and study a range of courses from our Bachelor's programmes.



For more information visit www.lincoln.ac.nz/pc and www.lincoln.ac.nz/pd

Careers

Employers are always on the hunt for Lincoln graduates and our degrees open doors. Learn about some of the career opportunities that could come knocking once you've finished studying.



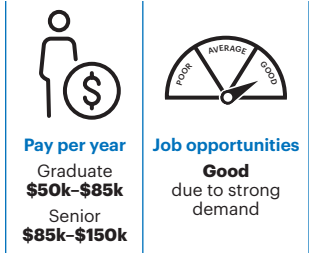
Agricultural/Horticultural Consultant

Kaitohutohu Ahuwhenua

Agricultural/horticultural consultants advise farmers, growers and organisations on business, production and land management solutions.



This profile is abridged from the CareersNZ website. For a more detailed profile, visit www.careers.govt.nz/jobs-database/farming-fishing-forestry-and-mining/agriculture-horticulture/agricultural-horticultural-consultant/



Pay

Pay for agricultural/horticultural consultants varies depending on experience and whether they work in the agriculture or horticulture sector.

- Agricultural/horticultural consultants with less than five years' experience usually earn between \$50,000 and \$85,000 a year
- Agricultural/horticultural consultants with more than five years' experience usually earn between \$85,000 and \$150,000
- Self-employed agricultural/horticultural consultants' hourly rates range from \$100 to over \$150 an hour. Some earn more than \$150,000 a year

What you will do

Agricultural/horticultural consultants may do some or all of the following:

- Advise farmers and growers on how to improve the profitability, efficiency and sustainability of farm management systems
- Assist farmers and growers in developing and implementing business plans
- Advise on or oversee budgets, cashflow and production targets for clients
- Research and report on factors that affect crop production, pasture growth, and animal breeding
- Advise farmers and growers on fertiliser and nutrient use to improve productivity and environmental performance
- Investigate, plan and advise on methods for coping with the effects of pests and diseases and natural disasters such as floods
- Provide advice on compliance with current legislation such as the Resource Management Act
- Prepare property and environmental management reports for clients

Working conditions

- Agricultural/horticultural consultants:
 - May work irregular and long hours

- Work in offices and on clients' farms or orchards
- Work in all weather conditions
- May travel within New Zealand or overseas to attend conferences or visit clients, factories, banks or export marketing firms

Entry requirements

To become an agricultural/horticultural consultant you usually need a Bachelor's degree in one of the following:

- Agricultural or horticultural science
- Commerce
- Agribusiness
- Environmental science

A driver's licence is usually required.

Personal requirements

Agricultural/horticultural consultants need to be:

- Able to build and maintain relationships with a wide range of people
- Good communicators, with listening and public speaking skills
- Hard-working, friendly, patient and able to inspire confidence
- Good negotiators
- Skilled in analysis and decision making
- Skilled in planning, organising and problem solving
- Able to work under pressure with good time management skills

What are the chances of getting a job?

Shortage of agricultural/horticultural consultants

Chances of getting a job as an agricultural/horticultural consultant are good due to:

- Growth in the agricultural and horticultural sectors
- More consultants being required to service clients because of growth and change within the sectors
- A shortage of skilled workers
- Increased vacancies because of retirement and promotion

Demand is likely to increase as farming and orchard systems become more sophisticated and farmers will need independent expert advice from agricultural/horticultural consultants.

Global trends influencing demand for specialist consultants

In the future, jobs in the agricultural and horticultural sectors will be more specialised than before. Reasons for this include:

- Emerging, sophisticated technologies
- A growing market in Asia for products
- Critical issues around food safety, biosecurity, sustainability, the environment and animal welfare

Therefore, there is high demand for skilled consultants who can provide independent, qualified advice and analysis in these specialist areas:

- Nutrient budgeting and planning
- Farm and orchard environmental plans
- Resource consent applications
- Water quality monitoring and laboratory testing
- Wastewater and effluent testing and application modelling
- Geographic information system (GIS) mapping

Types of employers varied

Agricultural/horticultural consultants can work for a range of organisations, including:

- Agricultural and/or horticultural consultancy firms
- Government agencies such as Pāmu (Landcorp)
- Iwi and Māori farming businesses
- Large businesses that own, manage or lease orchards or farms
- Rural servicing firms and fertiliser or dairy companies
- Specialist agricultural companies such as those involved in animal breeding or research

Many agricultural/horticultural consultants are self-employed.

This information is a guide only.
Last updated 30 July 2021

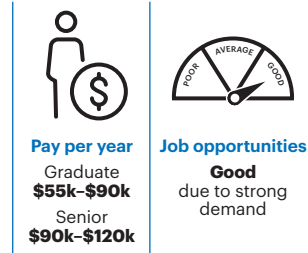
Agricultural/Horticultural Field Representative

Māngai Taiao Ahuwhenua

Agricultural/horticultural field representatives sell products such as farm equipment, and advise clients on crop and livestock management.



This profile is abridged from the CareersNZ website. For a more detailed profile, visit www.careers.govt.nz/jobs-database/farming-fishing-forestry-and-mining/agriculture-horticulture/agricultural-horticultural-field-representative



Pay

Pay for agricultural/horticultural field representatives varies depending on their position in the company, ability, experience, and incentives or profit-sharing arrangements.

- Cadet or trainee agricultural/horticultural field representatives usually start on about \$55,000 a year
- Agricultural/horticultural field representatives with two to three years' experience usually earn between \$70,000 and \$90,000
- Agricultural/horticultural field representatives with more than three years' experience can earn from \$90,000 to \$120,000

Agricultural/horticultural field representatives with over three years' experience sometimes earn a base salary and commission.

What you will do

Agricultural/horticultural field representatives may do some or all of the following:

- Advise clients about product usage, pasture, and crop and livestock management
- Negotiate the sale of agricultural/horticultural products and services
- Buy and sell seeds and grains on farms

Working conditions

Agricultural/horticultural field representatives:

- Usually work a 40-hour week but may work longer and irregular hours in summer and autumn during harvest seasons
- Work on farms and in offices
- Work outdoors in all weather conditions
- Travel frequently between workplaces

Entry requirements

There are no specific requirements to become an agricultural/horticultural field representative. However, a diploma or degree in agriculture, horticulture, commerce or farm management is recommended. Knowledge of farm management and farming techniques is an advantage.

A driver's licence is usually required.

Personal requirements

Agricultural/horticultural field representatives need to:

- Have good communication skills, including the ability to relate to a wide range of people
- Be able to build and maintain relationships
- Be hard-working, friendly, patient and able to inspire confidence
- Be good negotiators
- Be accurate and able to use good judgement
- Have good planning, organisational and problem-solving skills
- Have record-keeping skills

What are the chances of getting a job?

Good chances of getting a job

Opportunities for agricultural/horticultural field representatives come up regularly because:

- The agricultural and horticultural sectors are growing
- More representatives being required to service clients
- Vacancies arise due to staff resignations, retirements and promotions

Experienced agricultural/horticultural field representatives are in high demand and are often offered jobs by rival companies looking to expand their business.

Agricultural/horticultural field representative jobs not always advertised

Agricultural/horticultural field representative vacancies are not always advertised, as most companies fill roles through internal promotions or by agriculture or horticulture graduates approaching them directly.

Most nationwide companies operate a trainee programme for new entrants or graduates.

Types of employers varied

Employers of agricultural/horticultural field representatives include:

- Agricultural/horticultural supply businesses
- Specialist grain and seed companies
- Fertiliser companies
- Multinational agrichemical companies

Agricultural/horticultural field representatives are usually based at a branch office, store or depot of their employer. A few agricultural field representatives are self-employed.

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Last updated 18 September 2020

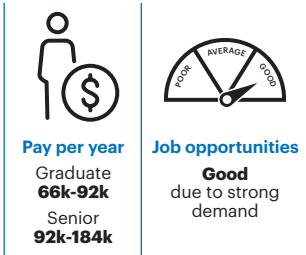
Auditor

Kaitātari Kaute

Auditors examine and report on the financial records and systems of organisations to ensure they are accurate.



This profile is abridged from the CareersNZ website. For a more detailed profile, visit www.careers.govt.nz/jobs-database/finance-and-property/finance/auditor/



Pay

Pay for auditors varies depending on experience and what region they work in.

- New auditors usually earn \$45,000 to \$54,000 a year
- Auditors with up to four years' experience usually earn \$54,000 to \$70,000
- Auditors with five to nine years' experience usually earn \$70,000 to \$94,000
- Senior auditors and audit managers may earn \$90,000 to \$165,000

What you will do

Auditors may do some or all of the following:

- Examine the financial statements and accounting methods of organisations to ensure they are accurate and comply with regulations
- Find and report accounting errors
- Check funds are used wisely and within the law, especially in government departments
- Assess any risks to the business
- Prepare audit reports, explain findings to managers, and advise on solutions to any problems
- Check that organisations have followed audit recommendations

Working conditions

Auditors:

- Usually work regular business hours, but may need to work evenings and weekends, or be on call
- Work in offices at accounting firms, government departments and private businesses
- May travel locally or internationally to clients' businesses

Entry requirements

To become an auditor you need a commerce, business or accounting degree, majoring in accounting.

Most employers require you to be a member of Chartered Accountants Australia New Zealand (CAANZ).

Personal requirements

Auditors need to be:

- Able to keep information private
- Motivated and organised
- Good at making decisions
- Skilled at solving problems
- Methodical and accurate
- Able to work well under pressure
- Good at communicating
- Able to analyse and interpret data

What are the chances of getting a job?

Strong demand for auditors

Auditors are in demand due to:

- A growing economy, which means the number of businesses requiring audits is increasing
- Stricter government regulations for private and public sector organisations, which need auditors to check for compliance
- An ageing workforce, with many auditors retiring

Chances of getting work are best if you are an experienced auditor with strong problem-solving and people skills.

According to the Census, 2,178 external auditors and 951 internal auditors worked in New Zealand in 2018.

Most auditors employed by accounting firms

Most auditors work for accounting firms, which can range from small, local businesses to large, national or international firms.

Other types of businesses that employ auditors include:

- Legal and financial firms
- Large private companies and charities
- Central and local government departments such as Audit New Zealand

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Last updated 28 June 2021.

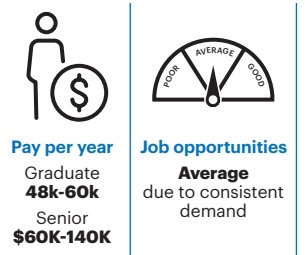
Buyer

Kaihoko

Buyers purchase goods to sell in warehouses, shops or department stores.



This profile is abridged from the CareersNZ website. For a more detailed profile, visit www.careers.govt.nz/jobs-database/retail-and-personal-services/retail/buyer/



Pay

Pay for buyers varies depending on where they work, what other duties they have, and experience.

- New and assistant buyers usually start on \$42,000 to \$60,000 a year
- Buyers with one to five years' experience usually earn between \$60,000 and \$115,000
- Senior buyers can earn between \$115,000 and \$140,000

What you will do

Buyers may do some or all of the following:

- Review stock levels and order products
- Learn about new products and consumer trends
- Talk with sales representatives and negotiate prices with suppliers
- Inspect, compare and select goods for sale
- Arrange for payment and delivery
- Decide how much to charge for goods
- Assist with product range and development

Working conditions

Buyers:

- Work regular business hours, but may have to work longer hours when travelling
- Usually work in offices, but also spend time in warehouses and shops
- May travel to trade shows, seminars and expos

Entry requirements

There are no specific entry requirements to become a buyer, but employers usually prefer you to have retail experience, or tertiary qualifications in business, marketing, management or commerce.

Personal requirements

Buyers need to be:

- Outgoing, confident and persuasive
- Able to make good judgements
- Good communicators

Useful experience

Useful experience for buyers includes:

- Sales
- Storeperson work
- Customer services
- Importing and exporting

What are the chances of getting a job?

High competition for buyer jobs

The retail sector has experienced steady growth in recent years, but has been impacted significantly by the COVID-19 pandemic. There are still buyer vacancies because retail is a large industry.

However, finding a job can be difficult due to high competition for roles. Employers often fill vacancies by promoting existing staff from positions such as sales assistant, shop manager or area manager

According to the Census, 1,458 buyers worked in New Zealand in 2020.

Types of employers varied

Most large retailers employ buyers. These include:

- Department stores
- Clothing stores
- Homeware and hardware chains

Smaller stores also have buyers, but the job of buying is often combined with other tasks, such as managing the store. In many cases the owner of the store also does the buying.

This information is a guide only.
Last updated 9 November 2020

Data Analyst

Kaitātari Raraunga

Data analysts identify and communicate trends in data using statistics and specialised software to help organisations achieve their business aims.



This profile is abridged from the CareersNZ website. For a more detailed profile, visit www.careers.govt.nz/jobs-database/it-and-telecommunications/information-technology/data-analyst/

Pay

Pay for data analysts varies depending on skills and experience.

- Data analysts usually earn between \$64,000 and \$110,000 a year
- Data scientists can earn between \$105,000 and \$133,000

What you will do

Data analysts may do some or all of the following:

- Find out what information clients need to make good business decisions
- Gather or choose data for analysis
- Ensure the data is reliable
- Identify trends and patterns within data
- Interpret numbers to gain business insights
- Create written or visual reports

Working conditions

Data analysts:

- Usually work regular business hours
- Work in offices or remotely
- May travel to meet clients

Entry requirements

There are no specific requirements to become a data analyst. However, employers usually prefer you to have a diploma or degree in a subject that requires statistical, business and analytical skills, such as:

- Business information systems
- Computer science
- Information management
- Economics
- Maths or statistics

Personal requirements

Data analysts need to be:

- Highly analytical
- Curious and detail-oriented
- Good at problem solving
- Creative thinkers
- Good communicators

What are the chances of getting a job?

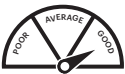
Demand for data analysts rising

Demand for data analysts is strong due to:

- Organisations collecting large amounts of digital data
- The need to make sense of this data so that organisations can gain insights and make sound decisions.
- Developer programmer, database administrator, ICT business analyst and systems analyst appear on Immigration New Zealand's long-term skill shortage list. This means the Government is actively encouraging skilled data analysts from overseas to work in New Zealand.
- According to the Census, 29,202 developer programmers, database administrators, ICT business analysts and systems analysts worked in New Zealand in 2018



Pay per year
Analyst
90-120k
Scientist
110-170k



Job opportunities
Good
due to strong demand

Types of employers varied

Employers of data analysts include:

- Tertiary institutions
- Retail, marketing and finance companies
- Pharmaceutical and telecommunications companies
- Government and public sector organisations

This information is a guide only.
Last updated 29 July 2020

Hotel Manager

Kaiwhakahaere Hōtera

Hotel managers plan, organise and control the operation of a hotel, including management of staff.



This profile is abridged from the CareersNZ website. For a more detailed profile, visit www.careers.govt.nz/jobs-database/hospitality-tourism-and-recreation/hospitality/hotelmotel-manager/

Pay

Pay for hotel managers varies, depending on experience, location and the type and size of establishment they work in.

- Hotel managers usually start on about \$42,000, going up to about \$200,000 a year
- Some hotel managers also get on-site accommodation as part of their pay package

What you will do

Hotel managers may do or oversee some or all of the following tasks:

- Hire, train and manage staff and teams of people (especially in larger hotels)
- Greet customers and check them in for their stay
- Take client bookings for rooms and on local tours and attractions
- Manage the hotel website
- Plan budgets and keep accounts
- Ensure that health and safety requirements are met
- Organise and co-ordinate events
- Market the establishment

Hotel managers of smaller establishments may also do or oversee the following tasks:

- Serve customers food and beverages
- Cook or provide meals
- Stock-take, order and price liquor and food
- Uphold liquor laws, such as making sure there are no under-age drinkers on the premises
- Clean rooms and grounds and do laundry

Working conditions

Hotel managers:

- Usually work long and irregular hours including weekends, evenings and most public holidays
- Usually work indoors, from an office or lobby
- May live on site and be on call
- May need to travel to other areas to carry out promotional activities

Entry requirements

There are no specific entry requirements to become a hotel manager.

However there are some preferred requirements, especially in larger establishments, such as a Bachelor's degree in business studies, hotel management and/or hospitality management, or another related qualification such as a marketing degree.

Host responsibility

If the premises are licensed to sell alcohol, the hotel manager must be at least 20 years old and hold a manager's licence. To apply for this, you must hold a Licence Controller Qualification (LCQ), which is administered by ServiceIQ.

A driver's licence is also preferred, as hotel managers may need to pick up necessary items or drive home intoxicated people as part of their host responsibility.



Pay per year
Hotel Managers
\$60k-\$100k



Job opportunities
Good
due to strong demand

Personal requirements

Hotel managers need to:

- Have excellent people and customer service skills
- Be able to relate to people from a range of cultures
- Be able to accept criticism
- Have good leadership skills
- Have decision-making and problem-solving skills
- Be able to remain calm in emergencies

Types of employers varied

Hotel managers may work for:

- hotels
- hostels
- motels and lodges
- bars, pubs and nightclubs

This information is a guide only.
Last updated 19 May 2021



I was aware that with globalisation comes a greater need for supply chain management and felt that this major would open up a large range of doors

Anna French
Bachelor of Commerce graduate



Purchasing/Supply Officer Āpiha Hoko

Purchasing/supply officers buy or supply equipment, materials and services at the best price and quality for an organisation.



This profile is abridged from the CareersNZ website. For a more detailed profile, visit www.careers.govt.nz/jobs-database/business/management-consulting/purchasing-supply-officer/



Pay per year
Officers
\$55k-\$100k
Managers
\$75k-\$170k



Job opportunities
Good
due to strong demand

Pay

Pay for purchasing/supply officers varies depending on skills, experience, the type of work they do and where they work.

- Purchasing/supply officers with one to three years' experience usually earn between \$42,000 and \$83,000 a year
- Purchasing/supply officers with more than three years' experience can earn up to \$110,000
- Purchasing/supply managers can earn between \$69,000 and \$196,000

Depending on experience and ability, people may also get bonuses and other benefits such as a company car.

What you will do

Purchasing/supply officers may do some or all of the following:

- Work with staff and management to define their needs
- Keep up to date with market trends in the industry in which they work
- Research and identify new suppliers
- Strategise communicating and working with suppliers for orders
- Build relationships and negotiate prices with suppliers
- Order and purchase goods and services that the business needs
- Keep accurate records of payment and delivery of goods and services

Working conditions

Purchasing/supply officers:

- Work normal business hours
- Work in offices or at places where they supply goods and services
- May travel domestically to find suppliers

Entry requirements

There are no specific entry requirements to become a purchasing/supply officer, however most employers require a tertiary qualification.

A tertiary qualification in procurement or purchasing and supply management can be useful.

Personal requirements

Purchasing/supply officers need to be:

- Good at communicating
- Able to follow a budget
- Good at planning and time management
- Methodical and accurate, with an eye for detail
- Good at negotiating
- Able to work well under pressure

Useful experience

Useful experience for purchasing/procurement officers includes:

- Customer service
- Administrative work
- Accounting or financial work
- Work in stores and warehousing

What are the chances of getting a job?

The demand for purchasing/supply officers is growing as businesses and government agencies aim to run more efficiently and profitably.

The COVID-19 pandemic has created further demand for purchasing/supply officers because businesses need to have a good supply chain for providing essential products.

There are currently more job vacancies than applicants, so the job is in high demand across a range of government agencies, councils and private industries including construction and infrastructure, manufacturing, IT and aged care.

Procurement manager (senior purchasing/supply officer) appears on Immigration New Zealand's long-term skill shortage list. This means the Government is actively encouraging skilled purchasing/supply officers from overseas to work in New Zealand.

Types of employers varied

Most medium to large organisations employ purchasing/supply officers to buy the goods needed for their organisation.

This information is a guide only.
Last updated 23 February 2021

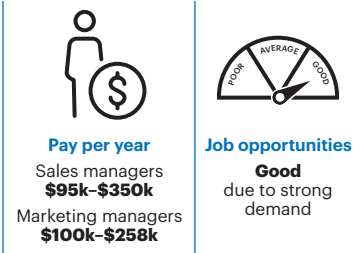
Sales and Marketing Manager

Kaiwhakahaere Hokohoko

Sales and marketing managers plan and direct the development, promotion and sale of an organisation's goods and services.



This profile is abridged from the CareersNZ website. For a more detailed profile, visit www.careers.govt.nz/jobs-database/arts-and-media/advertising-marketing/sales-and-marketing-manager/



Pay

Pay rates for sales and marketing managers vary depending on skills and experience.

- Sales managers usually earn between \$85,000 and \$300,000 a year
- Marketing managers usually earn between \$70,000 and \$180,000

What you will do

Sales and marketing managers may do some or all of the following:

- Plan the sales and marketing activities of an organisation
- Help develop new products and services using market research
- Identify new target markets
- Analyse and report on advertising and marketing campaigns
- Report on sales and make sure sales targets are met
- Manage and develop sales and marketing staff

Working conditions

Sales and marketing managers:

- Usually work regular business hours, but may work weekends or evenings for special events
- Spend most of their time working in offices
- May travel nationally to visit other branches of a company or organisation

Entry requirements

To become a sales and marketing manager you need a Bachelor's degree in marketing, business, economics, commerce, or a related field.

You also need to have relevant sales or marketing experience.

Personal requirements

Advertising, sales and marketing managers need to be:

- Creative
- Persistent and motivated
- Able to lead and persuade people
- Enquiring and analytical
- Good at networking and building relationships
- Strong verbal and written communicators
- Skilled at planning
- Able to work well under pressure

What are the chances of getting a job?

Good opportunities for experienced sales and marketing professionals

Your chances of securing a job as a sales and marketing manager are best if you have:

- At least three to five years' experience in a sales and/or marketing role
- Industry experience relevant to the sector you want to work in
- Strong digital sales and marketing skills, including knowledge of search engine optimisation, e-commerce, social media management, and digital marketing and analytics software

Demand for sales and marketing managers driven by many factors

Demand for sales and marketing managers is strong due to:

- Growing importance of digital communication systems such as social media
- Businesses expanding, which means greater demand for staff to market their goods and services
- Fairly high turnover among sales and marketing staff, as they often change employers or move into more senior positions

Types of employers varied

Sales and marketing managers work for organisations in a range of industries that provide and sell products and services, including:

- Retail
- Telecommunications
- Hospitality
- Manufacturing
- Agriculture

*This information is a guide only.
Last updated 15 June 2020*

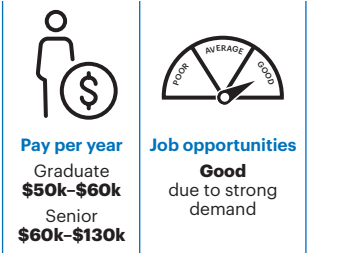
Technical Writer

Kaitito Hangarau

Technical writers create content for printed and online media, such as user guides, manuals, intranet and website pages, and present it in a way that can be easily accessed and understood.



This profile is abridged from the CareersNZ website. For a more detailed profile, visit www.careers.govt.nz/jobs-database/arts-and-media/writing-and-publishing/technical-writer/



Pay

Pay for technical writers varies depending on their skills, experience, and where they work.

- New technical writers usually earn from \$50,000 to \$60,000 a year
- Technical writers with one to four years' experience usually earn between \$60,000 and \$100,000
- Experienced technical writers in management positions can earn between \$100,000 and \$130,000
- Self-employed technical writers usually earn between \$35 and \$110 an hour

What you will do

Technical writers may do some or all of the following:

- Work with managers, developers, users and other interested parties to identify their information needs
- Plan, research and create clear, accurate content such as instructions, standard operating procedures, forms and policies
- Create content in various forms such as video, web, audio, hard copy and interactive eLearning
- Analyse work tasks, and manage documentation projects
- Design the layout and structure of documents
- Create language and style guides
- Design and draw business, scientific or technical diagrams/charts
- Edit work of other writers for consistency and clarity
- Test content for its usability
- Manage translations

Working conditions

Technical writers:

- Usually work regular business hours, but may be required to work long or irregular hours depending on project deadlines
- Usually work from offices but may work from home if self-employed

Entry requirements

There are no specific entry requirements to become a technical writer. However, excellent writing skills are required and most employers look for people with a tertiary qualification such as an English degree or certificate in technical communication.

Tertiary qualifications in subjects such as science, engineering, electronics, computer science or commerce are valuable for technical writers in industries where this subject knowledge is required.

Personal requirements

Technical writers need to be:

- Excellent communicators, both in writing and orally
- Quick learners
- Approachable, and able to relate to a wide variety of people
- Good at planning, time management and project management
- Methodical, persistent and determined

What are the chances of getting a job?

Strong demand for technical writers

Demand for technical writers is strong due to:

- Companies and organisations needing to have properly documented policies, processes and procedures
- The large number of computer software products and electronic products that need easy-to-understand documentation
- Growing intranet and internet use, which has created more job opportunities for people with technical writing skills
- Growing recognition of the value of clear and concise information, especially online

Types of employers varied

Employers of technical writers include:

- Private companies
- Government agencies
- Computer companies and software developers
- Electronics and equipment manufacturers

Many technical writers are self-employed and work on contract.

*This information is a guide only.
Last updated 24 May 2021*

A student journey



Gregory Fleming
Bachelor of Commerce |
Accounting and Finance major
Canterbury Sales Manager
Senztag

Gregory Fleming says Lincoln University has plenty of course options, especially in the commerce area, "including some majors that aren't available at other universities."

Now working as a Sales Manager at Senztag, Gregory relished the practical skills he gained as part of the programme, as they allowed him to develop an understanding of what it would be like to work in industry.

"The lectures engaged us in blended learning, using in-class practical work and online education.

"I appreciated how the lecturers always have time to see us after class or if we pop in to see them in their offices. They knew my name from early on and I was always welcome to visit them for help or just a life chat.

"They have been very helpful in my journey of working out what I wanted to do in my professional life and showed me a pathway to get there."

He cites the Bloomberg labs in the Lincoln University Commerce Building as especially useful resources from a finance perspective.

Gregory says Lincoln helped him to work out exactly what he wants to do with his life and how to get there.

"It allowed me to develop the skills I need to help solve tomorrow's problems."

Graduate careers

At Lincoln, growing the future is what we're all about. Meet some of our past students, who are well on their way to achieving their dreams.



Maddy Sinclair
Bachelor of Commerce
Sales Operations Manager |
Natural Pet Food Group

Maddy Sinclair describes herself as a Cantabrian, through and through. One of her reasons for attending Lincoln, apart from it being located in her home province, was wanting to be a part of the university's Future Leader Scholarship programme.

"I have always been interested in community events and projects, which this scholarship focuses on, so it was a perfect fit for me."

Graduating with a Bachelor of Commerce, focusing on marketing and economics, she says the courses she studied were hugely beneficial for her current role as Sales Operations Manager at Natural Pet Food Group Ltd.

"Learning about New Zealand commodities and how we can differentiate in the market overseas has been truly valuable to my work."

Maddy says the one-on-one attention that Lincoln students receive from lecturers is priceless. "The campus is also stunning and the people I met in Lowrie Hall during my first year were great."

After graduating from Lincoln, Maddy received a two-week research position through the university at Natural Pet Food Group Ltd. "I was offered a full-time role after this period ended. Aside from marketing, I have also spent time in operations, which was very valuable, as it helped me understand the logistics of export and domestic production."

Graduate pathways



Martyn Oostveen
Bachelor of Commerce (Agriculture)
Managing Valuer,
Opteon Solutions

Former BCom student Martyn Oostveen says Lincoln University is the future for specialist, land-based property degrees.

“Ever since I started working in the industry, I have noticed that employers are shouting out for motivated graduates,” he says.

Martyn graduated with a Bachelor of Commerce (Agriculture) in Rural Valuation and Agricultural Management.

The prospect of attending Lincoln University appealed to him because he knew he was interested in an agricultural degree with a strong focus in property.

“Then I decided that valuation was what I wanted to do,” he says. “The best part of my study was inspecting properties for valuation reports. There were vacant blocks, improved residential properties and full-blown, intensive, irrigated dairy farms.”

Martyn stresses that it is important to ask questions during lectures, rather than simply sitting and listening.

“Even if you look dumb, get straight to the point,” he says.

The courses offered him the technical skills he needed, as well as the terminology and he describes the lecturers as “excellent and experienced”.

The best part of my study was inspecting properties for valuation reports. There were vacant blocks, improved residential properties and full-blown, intensive, irrigated dairy farms.



Chloe Balderstone
Bachelor of Commerce in Food Science and Marketing (Hons)
Sales Manager, Dairyworks

Chloe Balderstone attended Lincoln University on a hockey scholarship while studying for a Bachelor of Commerce in Food Science and Marketing (Honours).

“I chose Lincoln because it’s a small university, which means it has a great lecturer-student ratio, and it’s got excellent courses that actually lead into a job,” she says.

Chloe found the course content challenging, interesting and relevant to the real world.

“There’s a great range of courses with good practical content you can use in the workforce. I loved the Commerce department. The lecturers are awesome people and really care about your future. The sports scholarship was also an amazing programme, which taught me to push myself and always strive to be the best I can be.”

Now working as a Sales Manager at Dairyworks, Chloe says she’s passionate about quality food and relationship management, which she enjoys doing in her current role.



Andrew Bishop
Bachelor of Commerce
Managing Director,
Findatruckload

Originally from Waikato, when Andrew Bishop decided he wanted to study in the South Island he chose Lincoln University. Andrew heard about the career opportunities available in the transport industry after a presentation at his high school by a Lincoln University ambassador. “I chose a BCom because I have always been interested in business management. I really enjoyed the practical courses with real-life lessons.”

After graduating Andrew worked for Mainfreight in the graduate programme for four years. He is now the Director of Sales and Marketing for Findatruckload. “In the future, I would like to expand Findatruckload into overseas markets and then look at starting a few other business ventures in different industries.”

Andrew describes his time at Lincoln University as an “epic life experience”. “It’s a great social environment to let your hair down and be who you want to be. Many personalities and good memories are etched in my brain from my time at Lincoln.”

Practical information



Practical work

Go beyond textbooks and the classroom and enjoy a range of practical learning opportunities as part of your degree.

Many of our programmes have a practical work component. It's considered a crucial aspect of study for some courses and offers experiences in a broad range of relevant careers.

You'll normally carry out practical work during summer breaks and it will be closely linked to the lecture material in your study programme. While it's your responsibility to find practical work placements, the Practical Work Coordinator can help by putting you in touch with employers who are already connected with us. You're strongly encouraged to seek out a diverse range of practical work opportunities.

Why practical work?

Practical work will:

- Complement your studies and enhance the marketability of your qualification
- Give you a chance to experience new learning environments
- Expose you to the appropriate industry environment, including its technical, economic and social environments
- Teach you to perform a range of tasks specific to the industry environment including skills in observation, information gathering, data analysis, and report writing
- Equip you with more knowledge of industry employment opportunities



For more information, please contact the Practical Work Coordinator at practicalwork@lincoln.ac.nz or +64 3 423 0061. Ask for a practical work handbook.



I'm a hands-on person, so practical work gives me a better understanding of the course content.

Kylie Lyders



Key Dates and Events

Here are some of the events you won't want to miss as you consider your Lincoln journey.

Make sure you go to www.lincoln.ac.nz/key-dates for more info and the exact dates these exciting events take place.



Information Evenings

Head to a central city venue and enjoy nibbles and beverages as you chat with academics from our areas of specialisation, network with existing students and find out more about accommodation, scholarships and the student experience.





Halls application start/finish and moving in

Live on campus and get the full Lincoln experience. Halls applications open on 1 August, first offers are sent in October, and move-in is in February.







Hui Whakatuwhera Open Day

Spend an entire day touring our campus and learning why Lincoln University is such a great place to study. Attend subject presentations and have all your questions answered by our friendly lecturers and current students.





Scholarship applications

We have hundreds of scholarships available, including our Tihi Kahuraki, Future Leader and Sport Scholarships, which open in May and close in August. You can check them all out on our website, see if you meet the criteria, and find out all the closing dates.



Enrolments

Enrolments open in October but you can apply anytime. Once we have offered you a place and you have accepted then you can begin the enrolment process.


Rā Whakawhanaukataka - Orientation Day

Rā Whakawhanaukataka-Orientation Day brings together our new students to celebrate the start of their Lincoln University journey.

You'll meet other students, learn what it means to belong to the Lincoln whānau and find out what to expect in your first lectures.

Preparation Week

Preparation Week is the perfect time for new and existing students to get assistance with completing to-do lists (including enrolment) and find your way around campus before the start of lectures.



Semester dates

Semester 1 starts in February and Semester 2 in July, and you can start your study in either (as long as your course or programme is offered then), as well as Summer School which starts in November and again in January.

Apply and enrol

Ready. Set. Grow.



Apply and enrol at
www.lincoln.ac.nz/apply

Contacts

Lincoln University Te Waihora Campus

Ellesmere Junction Road/Springs Road
PO Box 85084, Lincoln University
Lincoln 7647
Canterbury, New Zealand

E: grow@lincoln.ac.nz
P: 0800 10 60 10 (NZ)
P: +64 3 423 0000 (International)

Student Liaison officers

Our Student Liaison team will be the first point of contact for you as a future student. They can give you all the information you need and answer any questions you may have about course planning, applying, or life at Lincoln, or they can refer you to an expert. The Student Liaison team also visits secondary schools and attends career expos in all regions.

E: grow@lincoln.ac.nz
P: 0800 10 60 10
P: +64 3 423 0000
www.lincoln.ac.nz/liaison

Te Manutaki Office of Māori & Pasifika Development

The Māori and Pasifika team are here to support you on your educational journey, including study, scholarships, wellbeing and cultural support.

P: +64 3 423 0000
E: ompd@lincoln.ac.nz
www.lincoln.ac.nz

Campus tours

We offer personalised guided campus tours with an individualised itinerary so you can experience the parts of campus that interest you the most. Tours take about 60 minutes.

To book your tour, get in touch with one of our Student Liaison Officers. Send us your contact details along with a list of your interests and we'll be in touch.

International Office

The International Office promotes and markets Lincoln University to prospective international students and works with its global network of education agents to provide high quality customer service.

We also support students with programme and course advice and help students through the University's applications and enrolment processes.

E: international@lincoln.ac.nz
P: 0800 10 60 10
P: +64 3 423 0000
www.lincoln.ac.nz/international-office



View the Lincoln University campus map at www.lincoln.ac.nz/map

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