

Master of Applied Business / Digital Marketing (MAB) Sem 2B 2024 Intake Study Plan for Students

Programme Sp	pecific Requirements:	Requisites Key								
Level 8 Compulso Level 9 Compulso	to Graduate = 180 credits in total ory = 135 Credits (60 Core Compulsory + 45 Sp ory = 45 Credits (45 Compulsory)	Pre-req/s : Prerequisites must be taken prior to the course Co-req/s : Corequisites must be taken at the same time or prior to taking the course Restriction/s : If you have successfully passed restricted courses you cannot take the course								
See Programme Regulation Document for further information. You must successfully pass all compulsory courses, the rest of your credits may be made up of self-selected elective courses.							Colour Key			
New students, if you are unsure what courses you should be taking please contact the Assessment and Admissions Specialist							2024 Semester 2B			
						2025 Semester 1				
If you are unsure	If you are unsure what courses you should be taking please contact Academic Programme Manager, Liz Rainsbury <erainsbury@unitec.ac.nz></erainsbury@unitec.ac.nz>						2025 Semester 2			
							Note: For specific course and class timings, please check the Unitec website or your student portal.			
Course Code	Course Name	Credits	Requirements	CC = Core Compulsory SC = Specialisation Compulsory E = Elective	Class Number	Semester	Campus	Student Enrolment Information		
		All 2024 Students must have submitted an								
			Semester 2B					application, please use the 'Apply Now' button, found on the Unitec Website.		
BSNS 8000	Strategic IQ	15		сс	5996			All those admitted to this programme in 2024 will be enrolled in all their 2024 courses. Students		
BSNS 8001	Design Thinking	15		сс	6526			returning in 2025 will need to complete their 2024 enrolment by submitting re-enrolment requests via Unitec MyPortal, once the 2025 classes become		
BSNS 8041	Online Advertising	15		сс	6536			available.		
	Select ONE Electives from below	15								
BSNS 8012	Building Workplace Culture	15		Е	6520	Sem 2B, 2023	MTALB			
					6516					
BSNS 8030	Data Analytics	15		E	6517					
					6518					

BSNS 8051	Supply Chain Design	15		E	6519				
			Semester 2 (Semester 1 20	25)					
BSNS 8004	Business Research Methods	15		сс	ТВС	Sem 1, 2025			
B3N3 0004	Dusiness Research Methous	15			твс		MTALB		
BSNS 8040	Inbound Marketing	15		SC	твс				
BSNS 8042	Web Analytics	15		SC	твс				
Elective	Select One From Elective table below	15		E	ТВС				
Semester 3 (Semester 1 2025)									
BSNS 8001	Design Thinking for Business	15		сс	TBC		MTALB		
BSNS 9000	Industry Research Project	45	Pre-req: 120 credits at level 08 including BSNS 8004	сс	TBC	Sem 2,2025			
			Elective Courses Table						
BSNS 8010	Leading and Managing Change	15		-	ТВС	Sem 1, 2025	MTALB		
B3N3 0010		15		E	TBC	Sem 2, 2025	MTALB		
BSNS 8011	Developing Tomorrow's Leaders	15		E	ТВС	Sem 1, 2025	MTALB		
DONG 0011	Developing romonow's Leaders	15		L	TBC	Sem 2, 2025	MTALB		
BSNS 8012	Building Workplace Culture	15		E	ТВС	Sem 1, 2025	MTALB		
		10			TBC	Sem 2, 2025	MTALB		
BSNS 8020	Ex Employee Experience	15		E	TBC	Sem 1, 2025	MTALB		
		10			TBC	Sem 2, 2025	MTALB		
BSNS 8021	Workforce Analytics	15		E	TBC	Sem 1, 2025	MTALB		
20110 0021				_	TBC	Sem 2, 2025	MTALB		
BSNS 8030	Data Analytics	15			TBC	Sem 1, 2025	MTALB		
				Е	ТВС	Sem 1, 2025	MTALB		
				_	TBC	Sem 2, 2025	MTALB		
					TBC	Sem 2, 2025	MTALB		
					TBC	Sem 1, 2025	MTALB		

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BSNS 8031	Analytics Storytelling	15		E	TBC	Sem 1, 2025	MTALB	
D3N3 0031	Analytics Storyteining	15		L	TBC	Sem 2, 2025	MTALB	
					TBC	Sem 2, 2025	MTALB	
	Procurement Management	45		Е	твс	Sem 1, 2025	MTALB	
BSNS 8050	Supply Chain Design	15		E	TBC	Sem 2, 2025	MTALB	
					ТВС	Sem 1, 2025	MTALB	
D3N3 0031	Warehousing and Distribution	15		E	TBC	Sem 2, 2025	MTALB	
BSNS 8052					ТВС	Sem 1, 2025	MTALB	
COMP8811	Data Analytics and Inteligence	15		E	TBC	Sem 2, 2025	MTALB	
					ТВС	Sem 1, 2025	MTALB	
	Data Analytics and mengence	10		L	TBC	Sem 2, 2025	MTALB	
Level 8 special	Level 8 specialisation course/s or from other postgraduate programmes		Subject to meeting prerequisites & approval from Academic Programme Manager.	E	View relevant United Study Plan or shock the United		check the Unitec	Submit a Change of Enrolment request via Unitec MyPortal to request enrolment into a level 8 elective from another postgraduate programme.
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Enrolment Resources:								
Re -enrolment: http	Re -enrolment: https://www.unitec.ac.nz/current-students/study-support/re-enrolment							
Change of Enrolment: https://www.unitec.ac.nz/application-and-funding/how-to-apply/change-enrolment								