

Business*faculty*

2012 BUSINESS PROSPECTUS



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WELCOME



Welcome to Raffles College of Design and Commerce, this prospectus will give you an insight into programmes that will help you establish your career in Business. We hope that you will find the unique learning environment in the Business Faculty a wonderful start to your career.

Cultivating life-long learners is one of the goals of the education experience at Raffles. The college is a catalyst that facilitates learning in a safe, positive and friendly environment. Our rigorous curriculum challenges learners to think critically and develop their talents and skills to the requirements of industry.

Our constant connection with industry has informed us to constantly refine our syllabus to suit its rapidly changing demands. A graduate of Raffles, not only has the practical knowledge and skill, but also the capacity for advanced thought. Raffles is an active participant in a dynamic business industry, an education with us is one that will adequately prepare learners.

The nature of our courses invites learners to develop their business knowledge and skills in relation to industry expectations. Experienced lecturers and practitioners are common fixtures in our classrooms, allowing lectures that are relevant and practical.


I would very much like to invite you to experience the difference that is Raffles. Visit us and embark on your journey in your business career with us.

A handwritten signature in black ink, appearing to read 'B Whitford', written in a cursive style.

BRUCE WHITFORD
Acting Academic Director

ABOUT US



 Raffles College of Design and Commerce (RCDC) is a unique education provider based in Auckland, New Zealand specialising in graphic design, digital photography, digital animation, business, and early childhood education.

Keeping pace with industry, we deliver excellent courses and produce graduates who are well respected and successful in their creative careers. We do this by having lecturers who are active in industry, so their teaching impacts you with real-time knowledge of what is going on out there. Raffles College of Design and Commerce is wholly owned by Raffles Education Corporation (REC), Asia Pacific's premier creative design and business education provider with a network of over 39 colleges across the Asia Pacific region, including locations such as Singapore, China, Thailand, Australia, New Zealand, India, Cambodia, Indonesia, Malaysia, Mongolia, Vietnam, Sri Lanka, Bangladesh, Philippines and Saudi Arabia.

Raffles delivers its programmes through its own campuses in New Zealand and internationally in partnership with Raffles Education Corporation (REC) and Raffles University (RU). Offering our programs through RU into the REC network internationalizes RCDC and provides our students and staff with a unique opportunity to live and work in a number of international environments. This dynamic synergy enables our students to gain a competitive edge in the global community.

Raffles' goal is to deliver excellent design and management programmes. Our rigorous programmes seek to develop students' creative and technical skills in a myriad of disciplines. The combination of information technology, industry-relevant curriculum, and international faculties with industry-specific experience ensure that the students are familiar with international best practices and trained to high professional standards.



Raffles is committed to nurture creative talents, design management expertise, and thinking professionals for industry. Through our quality focussed programmes we strive to provide our students with a well-rounded education that gives them a head start in their chosen careers.



RafflesEducationCorp

Raffles Education Corporation Limited is the largest private education group in Asia-Pacific. Since establishing its first college in Singapore in 1990, the Group has grown to operate 3 universities and 39 colleges across 15 countries in the Asia-Pacific region: Singapore, China, India, Indonesia, Sri Lanka, Bangladesh, Vietnam, Malaysia, Thailand, Mongolia, Australia and New Zealand.


As a premier education provider, we are committed to nurture creative talents and design management expertise for the arts, design and lifestyle industries as well as expertise for business management and education. We provide high quality education relevant to industry and adapt to the socioeconomic needs of the societies in which we operate.

More than 32,000 students enrolled in Raffles Education Corp's tertiary programmes benefit from a quality education that provides graduates with a well-rounded hands-on learning experience that is relevant to the industry.

REC also operates the Oriental University City (OUC) in Langfang, Hebei Province, China – a 3.31 million square metre self-contained campus. Within this campus, OUC provides education services to 14 colleges with a total student population of 35,000.

RafflesEducationCorp employs over 2,900 academic and administrative staff, and is listed on the main board of the Singapore Exchange.

BUSINESS




Are you excited about kick-starting a successful career in business? Or perhaps you are looking for a comprehensive education in all facets of the world of business? If you need a qualification that will set you on the path to a successful career in the business field of your choice, then the New Zealand Diploma in Business is the qualification for you!

The New Zealand Diploma in Business enables individuals to develop theoretical understanding, alongside practical ability, of a variety of business disciplines at all levels of the management structure. Learners can be assured that they meet the demands of the ever-challenging global and local business marketing environments.

This programme is ideal for anyone who wishes to broaden their understanding of business as a whole, or those seeking to develop specific workplace skills. The New Zealand Diploma in Business enables individuals to develop theoretical understanding, practical ability, and a variety of business disciplines applicable to the corporate world.

GRADUATE PROFILE



The objectives of the qualifications offered from our business faculty is to develop graduates who will be able to demonstrate the following attributes:

- The ability to apply a broad range of generic business skills, principles and practices
- The ability to apply technical knowledge and skills particular to a specific business field
- An organised approach to problem solving
- Recognition of the ethical dimensions inherent in decision making
- Well-developed critical thinking capabilities
- Effective communication and well-developed Inter-personal skills
- Self direction and independent working practices
- Acceptance of responsibility for the quality of work outcomes
- Ability to guide and supervise the work of team members
- Acceptance of responsibility for, and ability to manage their own further learning and development
- Ability to work effectively in diverse cultural contexts; and
- Ability to work effectively in group situations


To achieve this, the course is structured to provide a mix of Lecturer and programme-directed learning that encompasses the following forms of delivery: lectures and discussion groups, individual and group presentations, NZQA assignments and tasks, research in the areas of study, online information via the internet, interactive multimedia presentation, guest speakers, practical classroom projects and workshops.

NEW ZEALAND DIPLOMA IN BUSINESS (LEVEL 6)

DURATION: 18 Months (Full Time)

CREDITS: 240 CREDITS (NZQA)

INTAKES: February & July



The New Zealand Diploma in Business (NZDipBus) is a nationally recognized qualification that allows students to gain a broad range of general business skills and knowledge followed by an opportunity to focus on career related options such as accountancy, banking, management, marketing and finance. It is ideal for anyone who wishes to broaden their understanding of business as a whole, or those seeking to develop specific workplace skills.

Students will be taught the necessary skills and knowledge to take on these challenges. They will also be given opportunities to apply the knowledge and skills which they have acquired through this programme, to deal with different real life scenarios through case studies and project based methods.

This is to prepare learners for the dynamic and entrepreneurial business world. This programme also receives advanced credit standings to universities in New Zealand for degree courses in business.

The NZDipBus is supported by the following Groups:

- The Institute of Chartered Accountants of New Zealand
- The New Zealand Employers Federation
- The New Zealand Chamber of Commerce
- The New Zealand Institute of Management
- The New Zealand Bankers Institute and all other major commercial groups

ACADEMIC PATHWAY

New Zealand Diploma in Business (Level 6)

YEAR 1	TERM 1	TERM 2	TERM 3	TERM 4
	Organisation & Management	Marketing Principles	Leadership	Accounting Practices
	Accounting Principles	Business Communication	Applied Management	Economic Environment

YEAR 2	TERM 1	TERM 2	TERM 3	TERM 4
	Financial Accounting	Introduction to Commercial Law	COURSE EXIT POINT	
	Business Finance	Management Accounting		

The Academic Overview is an estimated projection of the order which the individual subjects are delivered in the course. Depending on availability of specialty lecturers, equipment or any other factors relating to the tuition of specific course components, the overview is subject to change.

NZ DIPLOMA IN BUSINESS (LEVEL 6) COURSE MODULES

400 Accounting Principles

This module will enable students to understand financial statements and reports and be able to analyse and interpret business performance for sole traders and small companies.

560 Business Communication

Students will apply communication knowledge and skills in the evolving context of New Zealand and global business.

530 Organisation and Management

This module enables student to understand the factors that influence management and the organisation and apply a range of factors.

501 Accounting Practices

Students will record and process financial transactions and prepare financial statements and cash budgets for entities in accordance with current accounting practices.

Prerequisites: *

541 Marketing Principles

Students will have a working knowledge of fundamental marketing concepts relevant to contemporary organisations.

510 Introduction to Commercial Law

Students will demonstrate knowledge of commercial law, to enable application of legal reasoning.

520 Economic Environment

Students will apply elements of economic theory to contemporary business issues.

601 Financial Accounting

Students will apply the regulatory and technical aspects of financial accounting and external reporting for companies and evaluate financial and non-financial information.

Prerequisites: *, **

602 Management Accounting

Students will collect, interpret, present and use relevant information for an organisation to effectively plan, control and make appropriate decisions regarding operation and management.

Prerequisites: *, **

603 Business Finance

Students will apply financial management knowledge and skills to a small or medium size business for decision-making purposes.

Prerequisites: *

630 Leadership

Students will understand concepts and apply principles of leadership. Students will create a personal plan to develop leadership capabilities.

Prerequisites: **

636 Applied Management

Students will apply management concepts.

Prerequisites: **

Prerequisites: * 400 Accounting Principles or equivalent knowledge and skills.
 ** 530 Organisation and Management or equivalent knowledge and skills.

DIPLOMA IN BUSINESS (LEVEL 7)

DURATION: 1 Year (Full Time)
CREDITS: 180 CREDITS (NZQA)
INTAKES: February & July



The Diploma in Business (Level 7) offers a unique opportunity for Business students who want to specialise in Management, Marketing or Finance disciplines.


Learners who successfully complete the Diploma in Business (Level 7) will also graduate with an Australian Degree - Bachelor of Commerce with majors in Management, Marketing or Finance awarded by Raffles College Pty Ltd.

This programme is ideal for anyone who wishes to broaden their understanding of business as a whole, or those seeking to develop specific workplace skills. The Diploma in Business (Level 7) also enables individuals to develop theoretical understanding, practical skills and a variety of business disciplines applicable to all levels of the management structure.

ACADEMIC PATHWAY

Diploma in Business (Level 7) majoring in Management, Marketing & Finance

TERM 1			TERM 2		
MANAGEMENT	MARKETING	FINANCE	MANAGEMENT	MARKETING	FINANCE
Information and Data Management: Basic Mathematics and Computing			Data Management for Business Success		
Why Corporate Social Responsibility Matters			Customer Relations Management in Marketing	Marketing: The Media and Public Relations	Financial Modeling
Innovation and Entrepreneurship			Commerce In the modern Global Economy	Customer Relations Management in Marketing	E - Finance in Today's Global Economy

 The Academic Overview is an estimated projection of the order which the individual subjects are delivered in the course. Depending on availability of specialty lecturers, equipment or any other factors relating to the tuition of specific course components, the overview is subject to change.

ACADEMIC PATHWAY

Diploma in Business (Level 7) majoring in Management, Marketing & Finance

TERM 3			TERM 4		
MANAGEMENT	MARKETING	FINANCE	MANAGEMENT	MARKETING	FINANCE
International Management for Innovation and Growth	Essential E-marketing Strategy	Financial Statements and Company Valuation	Project Management	Success Strategies for International Marketing	Perspectives on International Trade and Finance
Events Management	Brand Management	Taxation	Internship	Internship	Internship
Strategic Decision Making	Services Marketing	International Finance and Banking	Integrative Management Project	Integrative Marketing Project	Integrative Finance Project

DIPLOMA IN BUSINESS (LEVEL 7) COURSE MODULES

BU052 Information and Data Management: Basic Mathematics and Computing

- gain an understanding of how information management processes have developed in recent years and how they contribute to strategic decision-making

BU041 Why Corporate Social Responsibility Matters

- gain an understanding of corporate social responsibility (CSR) and how it is evolving
- learn the role of and challenges facing international organizations and private-public partnerships
- explore the contribution of CSR to sustainable 21st century

BU035 Innovation and Entrepreneurship

- introduces the nature and challenges of entrepreneurial activity, the relationship between creative ideas, innovations and business opportunities
- learn the steps involved in developing a business plan

BF001 Data Management for Business Success

- a broad and introductory overview of the nature of statistics relating relevant data management methods to business applications
- study statistical concepts related to data gathering, presentation, analysis & interpretation; frequency

distributions; measures of central tendency; data distribution & variability; samples and populations

- learners are expected to demonstrate basic skills in using these techniques as well as present and interpret data in business cases and exercises

BK007 Customer Relations Management in Marketing

- study the importance of the customer relations management in New Zealand and global market
- learn how to build and manage good customer relations in business practice

BK003 Marketing: Media & Public Relations

- learn skills required for effective dealing with the media and stakeholders
- understand the effectiveness of public relations management, and its importance in sustaining a competitive position of firms' products and positioning and branding

BG007 International Management for Innovation and Growth

- learn to identify critical drivers of the global economy
- understand how external influences have impacted existing and new businesses
- gain basic skills of business management for innovation and growth from holistic perspective

DIPLOMA IN BUSINESS (LEVEL 7) COURSE MODULES

BH008 Event Management

- learn to organise, publicise and promote a wide range of events in the hospitality industry; identify the different stages required in planning, managing and evaluating events' outcomes
- explore the cultural and environmental impacts of specific events, as well as economic and competitive importance of hospitality event management

BG010 Project Management

- apply elements of project planning and management, such as: the scope, anticipated outcomes, risk management, budgeting and cost management, time management, ongoing evaluation, and quality management
- gain an understanding of leadership, motivation, team building and conflict management

BG009 Strategic Decision Making

- learn basic strategies of decision making
- apply decision making knowledge and skills through case studies

BK004 Essential E-Marketing Strategy

- study e-marketing strategies, internet macro and micro environments, e-marketing mix, relationship and branding

via effective e-marketing practices as well as interactive e-marketing communication.

BK005 Successful Strategies for International Marketing

- explore the political, legal, regulatory, social and cultural environments of international marketing
- learn current trends in international marketing and the importance of the respective industries to the global economy
- learn to analyse and target offshore market opportunities, as well as implement marketing strategies

FM005 Brand Management

- learn basic concepts of brand management, and ways to identify and analyse brand related matters, such as brand design and product strategy development

BF004 E-Finance in Today's Global Economy

- learn current financial environment and identify tools, opportunities to develop e-finance working methods and revenue streams

BF005 Perspectives on International Trade and Finance

- learn to analyse foreign currency and exchange risks
- understand trade de-regulation, importing and exporting operations and intellectual property protection

BF006 Financial Modelling

- learn basic corporate finance models
- become skilled at calculating time – value for money, capital budgeting and financial planning

BF009 International Finance and Banking

- study theory and practice of international banking and finance
- learn the latest innovative techniques in international lending and borrowing, asset and liability management, and risk appraisal

BF010 Taxation

- apply knowledge of taxation rules to New Zealand taxable entities in a range of situations

BF011 Financial Statements and Company Valuation

- study advanced accounting techniques to analyse financial performance of a business

BK008 Services Marketing

- gain in-depth understanding of the global services sector
- learn differences between tangible goods and services and the various topics of services marketing management

BK047 Internship *(Marketing, Finance & Management)*

- embark on a 20 hours per week, 10 weeks internship position for respective strand
- create tangible benefit to the firm, while applying, developing and working towards a research project

BF048 Integrative Finance Project

BK048 Integrative Marketing Project

- conduct research in a selected field, industry or company of the respective strand
- develop the project together with an academic staff and or with a workplace management staff member

BU048 Integrative Management Project

- build a work placement experience and develop an integrative management project, in liaison with the academic mentor/ employer.
- Apply analytical skills of identifying and solving issues through leadership and teamwork skills required of managerial roles

DOMESTIC STUDENT ENROLMENT INFORMATION

(New Zealand/Australian Citizen or Permanent Resident)

School Leavers Age 18 and above must have completed at least NCEA Level 3 and demonstrate the necessary literacy and numeracy skills to succeed in an academic environment.

Shortlisted applicant may be interviewed by the respective course Programme Leader or Education Consultant. Course specific application requirements will be reviewed along with the following criteria:

GENERAL ENTRY REQUIREMENTS

- Completion of Year 13 or equivalent
- Minimum age of 18

COMPULSORY REQUIREMENTS

You also need to include the following with the application:

- A certified true copy of your passport
- Provide two written references
- A certified true copy of your academic records for the highest level of schooling you have completed and any other relevant studies.

If you are currently completing high school, please provide mid-year results - the final high school results are to be presented before course commencement. You are required to bring a copy of your original academic records to the College for verification.

SPECIAL ADMISSION

Domestic students (New Zealand or Australian citizen or permanent resident) aged 20 years or over that do not have formal University Entrance qualification, and do not meet the criteria above may be eligible for Special Admission. Please contact us for further details.

We do encourage you to apply as early as possible in order to avoid disappointment.

You may also like to include with your application:

- Copies of any reference you feel are relevant
 - A copy of your CV (Resume)
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INTERNATIONAL STUDENT ENROLMENT INFORMATION

International students can apply through our Raffles International Admission Offices or download the international student application form from our website from: www.raffles.ac.nz

To contact one of our International Admission Office nearest to you, please visit: www.raffles-education-network.com

For any other questions, please email us at: info@raffles.ac.nz

GENERAL ENTRY REQUIREMENTS

- Completion of Year 13 or equivalent
- Minimum age of 18
- Have met our English Entry Requirements

COMPULSORY REQUIREMENTS

You also need to include the following with the application:

- A certified true copy of your passport
- Evidence of IELTS English language test results
- 2 passport-size photographs (write your name on the back)
- Provide two written reference
- Satisfy Police clearance conditions

- A certified true copy of your academic records for the highest level of schooling you have completed and other relevant studies

If you are currently completing high school, please provide mid-year results - the final high school results are to be presented before course commencement. You are required to bring a copy of your original academic records to the College for verification.


ENGLISH ENTRY REQUIREMENTS

- IELTS Score of 6.0 or higher
- Native Speaker of English
- From High School or Tertiary Institution where language of instruction is English

You may also like to include the following:

- Copies of any reference you feel are relevant
 - A copy of your CV (Resume)
-

INTERNATIONAL STUDENT INFORMATION



We understand that moving to a new country can be exciting but at the same time it has its challenges. RCDC has a support system to ensure that all international students are well cared for. Our Student Services department will ensure that this transition will be as easy as possible. In our campus, we have a multi-cultural student population which provides a stimulating and exciting learning environment.

Code of Practice

Raffles College of Design & Commerce subscribes to the Code of Practice for the Pastoral Care of International Students published by the Minister of Education. Copies of the Code are available on request from our Student Services department or from the New Zealand Ministry of Education website at: www.minedu.govt.nz/goto/international

Immigration

Full details of visa and permit requirements, advice on rights of employment in New Zealand while studying, and reporting requirements are available through the New Zealand Immigration Service, and can be viewed on their website at: www.immigration.govt.nz

Health Services

International students are not entitled to publicly funded health services while in New Zealand. If you receive medical treatment during your visit, you may be liable for the full costs of that treatment. Full details on entitlements to publicly-funded health services are available through the Ministry of Health, and can be viewed on their website at: www.moh.govt.nz

Accident Insurance

The Accident Compensation Corporation provides accident insurance for all New Zealand citizens, residents and temporary visitors to New Zealand, but you may still be liable for all other medical and related costs. Further information can be viewed on the ACC website at: www.acc.co.nz

Medical and Travel Insurance

It is compulsory for all international students to have medical and travel insurance under the code of Practice for the Pastoral Care of International Students.

Work While You Study

At the time of publication, full-time international students are allowed to work up to 20 hours per week during the academic year and up to 40 hours per week during the Christmas and New Year holiday period at the end of each academic year.

Beautiful Country With Great Outdoor Activities

If you like outdoor sports and activities, New Zealand has plenty to offer. With beautiful scenic views across many parts of the country, you will fall in love with New Zealand.

Affordable Cost of Living

Cost of study in New Zealand is lower than other countries like USA, Canada or England (amongst others) while continuing to provide a high standard of living.

Application Process

International students can apply through our Raffles International Admission Offices (IAO) or download the international student application form on our website: www.raffles.ac.nz

To contact one of our International Admission Office nearest to you, please visit: www.raffles-education-network.com

For any other questions, please email us at: info@raffles.ac.nz

SCHOLARSHIP INFORMATION



Since 2006, Raffles College of Design and Commerce is committed to the Auckland community it operates in. In 2008, Raffles College of Design and Commerce begin to offer partial scholarships to Year 12 and Year 13 students with the vision of helping and advancing young talents as well as encouraging them to give back to their communities after receiving their education at RCDC.

Raffles College of Design and Commerce has been offering scholarships ever since, and is pleased to offer 5 partial scholarships, up to \$2,000 each, for the academic years 2012 and 2013.

The scholarships are only available to Year 12 and 13 graduates and applicants and must have the minimum of NCEA Level 3, and are awarded on the basis of academic merit and take into account other achievements and financial hardship.

The scholarship is applicable to our full range of full time programmes. The closing date for the scholarship application submissions for the academic year 2013 is 4pm Wednesday 31 October 2012.

For more information and scholarship form, please contact us on 09 369 1906 or email info@raffles.ac.nz.

CONTACT US

Raffles
College of Design and Commerce

Credits

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