

Bachelor of Applied Science (Communication)

Are you interested in how people communicate, and creating effective communication channels within organisations and between businesses and the public?

With a Bachelor of Applied Science in Communication, you'll be a confident and effective communicator with the skills to work in a wide variety of communication-focused roles. Upon successful completion of this qualification, you will be able to analyse and interpret complex communication issues and come up with creative solutions.

Qualification code OP701002

Level > 7

Credits > 360

Workload >

Allow 10-12 hours of study per credit. Your workload may be higher around assessment due dates

Study type >

Trimester

Cost >

See the qualification page on the website.

Student loan >

You can get a student loan for this qualification if you meet the criteria. Visit studylink.govt.nz for more information.

Career Opportunities

This qualification will prepare you for a broad range of careers including roles in public relations, communication management, media relations, change and knowledge management, corporate documentation management and technical communication.



How to apply

Go to the **choose courses** tab on the qualification page on our website. Select 72140 Business Communication and click **add to enrolment plan**.

You'll be taken through our step-by-step enrolment process, which you can save and exit from at any time. Check the qualification page on our website for course availability and prerequisites before applying to enrol.

Qualification structure

This major is made up of 18 courses worth 20 credits each.

Course Code	Course Name	Level
CORE GROUP - COMPLETE ALL COURSES FROM THIS GROUP.		
72140	Business Communication	5
72142	Accessing Information	5
72160	Statistical Analysis	5
72144	Professional and Technical Writing	5
72251	Intercultural Communication	6
72252	Interpersonal Communication	6
73213	Research Methods and Interpretation	6
72374	Social Informatics	7
72365	Communication Management	7
72366	Global Communication	7
COMPULSORY SECTION 2 - SELECT ONE COURSE		
72253	Organisational Communication	6
72280	Plain English for Professional Purposes	6
COMPULSORY SECTION 3 - SELECT ONE COURSE		
74342	Research Paper	7
74347	Practicum	7

RECOMMENDED ELECTIVES

Choose your final courses to make up the credits required to achieve the qualification. You can select your courses from the recommended list below with a maximum of four courses at Level 5.

71155	Business Computing	5
72141	Academic Writing	5
72180	Introduction to Public Relations	5
72182	Writing for Web	5
72194	Sustainability and New Zealand	5
72196	Introduction to New Zealand Ecology	5
73195	General and Applied Psychology	5
73196	Social and Individual Psychology	5
74111	Aotearoa New Zealand Society	5
71203	Business Ethics	6
72292	Resource Management Act and Local Government Act	6
72294	Environmental Monitoring and Reporting	6
72296	Environmental Impact Assessment	6
73202	Social Psychology	6
73211	Brain and Behaviour	6
73212	Thought, Memory and Language	6
73224	Behaviour Modification	6
71353	Project Management	7
73329	Research Methods and Analysis	7

Entry requirements

To enrol in this programme you need to have one of the following:

- New Zealand University Entrance ([visit nzqa.govt.nz](https://nzqa.govt.nz) for details), or
- Hold a New Zealand Certificate or diploma qualification considered appropriate by the Programme Leader, or equivalent.

20 years old or over

If you are 20 years of age or over and do not hold the minimum entry requirements you will be eligible to be enrolled where your previous educational, work or life experience indicates you have a reasonable likelihood of success.

English language requirements

International students must also have an IELTS (Academic) score of 6.0 with no band score lower than 5.5, or equivalent.

Domestic students for whom English or Māori is not their first language must also have an IELTS (Academic) score of 6.0 with no band score lower than 5.5, or equivalent.

Visit openpolytechnic.ac.nz/englishlanguage to view our English language criteria.

What you will learn

Upon completion of this qualification, you will have the skills to:

- analyse information logically
- write clearly and concisely
- communicate effectively at personal, group and organisational levels
- understand organisational dynamics
- undertake qualitative and quantitative research
- analyse, address and offer practical solutions to complex communication issues.

Computer and online access

This programme is delivered 100% online. To complete this programme you will need access to a laptop or desktop computer, reliable broadband internet connection and a data plan able to support online learning such as streaming of videos (including YouTube), downloading content, and writing and submitting online assessments. If you are unsure if your current computer or internet access allows you to complete your online learning with us, please contact us before applying to enrol.

Visit openpolytechnic.ac.nz/online to view our online learning and study tools.

International students and domestic students living overseas

You can study this programme part time if you're an international student living in New Zealand or overseas. If you live in New Zealand you will need to be in paid employment with a valid work permit.

New Zealand citizens living overseas can also study this programme.

Visit openpolytechnic.ac.nz/internationalstudent for more information about the special conditions and fees that you'll need to meet.

Study pathways

We offer a range of certificates and diplomas in communication, environment, psychology and information and library studies that you can achieve on your way towards a Bachelor of Applied Science.

Visit the relevant subject area on our website for more information.

Public Relations Institute of New Zealand. (PRINZ) membership

Holders of the Public Relations Institute's APR (Accredited in Public Relations) will be cross-credited for 72180 Introduction to Public Relations.

Visit prinzi.org.nz or contact us for more information.