

Business degree attracts keen interest from locals

Local businesses and students have shown keen interest in the new degree, Bachelor in Business and Enterprise, being offered by Tai Poutini Polytechnic (TPP) from next week.

TPP Lead Tutor Business Ian Hooker says the first intake for the new degree is full and there has already been strong interest for future programmes.

“We wanted to offer local business people and students the opportunity to study toward a degree-level business qualification here on the Coast, while they worked. We all understand the importance the industry places on tertiary level qualifications and it’s something our Certificate and Diploma students have been asking about for some time,” he says.

The new Bachelor in Business and Enterprise is based on the international Edinburgh Napier University degree in Business Enterprise. TPP’s partnership with the UK tertiary institution is aligned with the New Zealand Government’s Tertiary Education Strategy, which makes the development of international partnerships one of its priorities for NZ polytechnics and universities.

The TPP Bachelor in Business and Enterprise is open to people who have completed the New Zealand Diploma in Business and want to take their career to the next level. The innovative new degree will give students knowledge and skills to boost their business acumen – the programme covers business creativity and enterprise, innovation, growth issues and general business processes. Students can learn while they work, so the study will not interrupt employment or business commitments.

“This degree has a focus on innovation, enterprise and creativity, which are proven to add value to any business. International research shows that the training and development of employees on-the-job has a positive impact on productivity and this programme is tailored to deliver just that,” Ian says.

The programme commences on Wednesday 20 May. Find out more at www.tpp.ac.nz

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Media invite:

Representatives of the Edinburgh Napier University will be in Greymouth next week to attend the official launch of the degree at a function on Monday evening (18 May) at 5.30pm, TPP Conference Room. Media are invited to attend the event – please RSVP to sandyd@tpp.ac.nz

For more information contact:

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