

New Zealand Applied Business Education Conference 2006

'Teaching Excellence for Business Success'

27 - 29 September 2006



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THE
SMART
PLACE
TO BE!

Bay of Plenty Polytechnic, School of Business
Bongard Centre, 200 Cameron Road, Tauranga
www.boppoly.ac.nz/conferences on campus


BAY OF PLENTY
POLYTECHNIC
TAURANGA
Te Kuratini o Poike

Welcome

The Bay of Plenty Polytechnic School of Business welcomes you to Tauranga, and the 2006 New Zealand Applied Business Education Conference.

It is with pleasure that we offer you the hospitality of our campus, our staff and students, and our wonderful city.

It is an opportunity for us all, educators and practitioners, to share with each other our knowledge, experience and ideas for the way forward.

Theme

A career in business can be as diverse as it is challenging, and ever-changing to keep pace with the demands of society, industry, technology and trade.

The success of our business graduates in today's 'organic' business environment can only be as solid as the foundation of education and training they build whilst in our care.

This conference aims to address the issues surrounding the theme 'Teaching Excellence for Business Success'; how we as teachers, lecturers, mentors and business people, can better prepare students for a successful career.

Conference streams

- Accounting
- Communication
- Economics
- Finance
- Human Resources
- Information Systems
- Law
- Management
- Marketing
- Stats/Maths
- Tourism

Venue

This year's conference is to be held at Bay of Plenty Polytechnic, in Tauranga, right in the heart of the beautiful Bay of Plenty region. The Polytechnic's Bongard Centre is home to the School of Business, base for business studies, computing and information technology, real estate, tourism and travel programmes.

Situated in the heart of Tauranga's Central Business District, the Bongard Centre is within walking distance to a range of accommodation options, shops, restaurants, wine bars and movie theatres.

Social Events

You are expected to make your own arrangements for Wednesday evening. You may want to wander along The Strand on Tauranga's waterfront, and enjoy a meal in one of the many cafés and restaurants.

The conference dinner will be held on Thursday evening from 6pm, at Baycourt Theatre, a short distance from the Polytechnic. Formal dress is required.

Dinner is included in the full conference registration; additional dinner tickets are available at \$90 + GST.

There will be opportunities for networking with friends and colleagues during breaks for refreshments and lunch.

Experience Tauranga

Surrounded by glorious coastline, lush farmland and superb surf beaches, Tauranga is undoubtedly one of the most beautiful and exciting spots in the country.

Nestled amongst a sheltered harbour, estuaries and waterways, Tauranga is ideally located for outdoor and water-based activities like canoeing, jet-skiing, sailing, surfing, water skiing and white water rafting. You can take a cruise of the inner harbour, try scuba diving or deep sea fishing; or just stroll along the awesome Mount Maunganui beaches. There's a full range of sports clubs, gyms, parks, reserves, bush walks and treks in and around the Kaimai ranges and Tauranga is within a few hours drive of both Auckland and the central North Island ski fields.

While you are here, talk a walk around the Mount (Mauao) or even up to the top for extensive views of the Bay, then enjoy a coffee in one of the cafés at Main Beach; wander around Bayfair Shopping Centre in Mount Maunganui or enjoy the boutique shopping in downtown Mount.

There's plenty to do and see while you're in Tauranga!

Keynote Speakers

Dr Don Brash

Leader of the Opposition

Dr Donna Stemmer

Knowledge Performance Research Institute (KPRI)

Donna is currently director of KPRI, and involved in consulting and research with a long term vision to create a standardised measurement system for business intangibles, to complement the current financial systems. Donna also lectures in the MBA programme at WMS and AUT. Prior to her current role, Donna worked with EDS, a leading global technology services company based in Dallas, Texas as Chief Knowledge Officer and Vice President of KM Services. She worked in more than 30 countries and with most of the Fortune 500 companies creating solutions that transform the enterprise while retaining and enabling the workforce.

Donna's innovation and expertise has led to three patents in the field of Knowledge Management for EDS; she is a member of the US National Knowledge and Intellectual Property Taskforce and has reported to the US Securities Exchange Commission on measurements of intangibles. She served as a founding board member of the Knowledge Management Certification Board and is currently a board member of the Linkage Trust in Hamilton, NZ.

Linda Leach

Massey University

Linda has been involved in learning and teaching for over 20 years. Initially a primary school teacher her interest in the teaching of reading took her into community-based adult literacy programmes. She has worked in Otago Polytechnic in learning support and staff development positions and at Wellington Polytechnic as a staff developer and teacher in undergraduate and postgraduate adult education programmes. Currently she teaches in similar programmes at Massey University. In the last four years she has been involved in research projects on student retention for the Ministry of Education and the teaching and Learning Research Initiative.

Tim Burgess

CEO Tourism Bay of Plenty

Registration and Fees

Delegates can register for the conference by:

- Online at www.boppoly.ac.nz/ NZ Applied Business Education Conference
- Printed out and posted to: Shannon Castell, Bongard Centre, Bay of Plenty Polytechnic, Private Bag 12001, Tauranga 3143.
- Faxed to 07 544 2386

The appropriate registration fee needs to accompany your registration.

This can be paid by cheque, or invoiced, as indicated on the registration form.

One day attendee	\$195 + GST	Early Bird registration (before 25 August)	\$395 + GST
Full Conference (including formal dinner)	\$500 + GST	Conference proceedings (per copy)	\$30 + GST



Conference Programme

Wednesday 27 September 2006

8.30 am onwards	Coffee & Tea, Informal Introductions Baycourt Theatre, Durham Street, Tauranga
9.00 am	Registration @ Baycourt
10.00 am	Morning Tea @ Baycourt
10:20 am	Mayoral Welcome: Tauranga Mayor Stuart Crosby
10.30 – 11.45 am	Combined Session: Opening Speakers @ Baycourt: Dr. Don Brash Dr. Donna Stemmer (Knowledge Performance Research Institute)
11:45 – 12.00 pm	Walk back to Bongard Centre
12.00 pm	Powhiri @ Bay of Plenty Polytechnic, Bongard Centre, 200 Cameron Road, Tauranga.
12.15 – 1.00 pm	Lunch
1.00 – 1.55 pm	Workshops & Paper Delivery Discussion
2.00 – 2.30 pm	Session One Paper Presentations
2.35 – 3.30 pm	NZQA Update
3.30 – 3.45 pm	Afternoon Tea, Sponsored by Manukau Business School
3.45 – 4.15 pm	Applied Education Journal Launch
4.20 – 4.50 pm	Session Two Paper Presentations
4:50 – 5:30 pm	Networking drinks and nibbles
Dinner	Own arrangements

Thursday 28 September 2006

8.30 am	Coffee & Tea @ Bongard Centre
9.00 am	Guest Speaker @ Bongard Centre Linda Leach Massey University
10.00 – 10.15 am	Morning Tea
10.20 – 11.15 am	Workshops & Paper Delivery Discussion
11.20 – 11.50 am	Session Three Paper Presentations
11.50 am	NZQA – Moderation
12.30 – 1.15 pm	Lunch
1.15 – 2.10 pm	Workshops & Paper Delivery Discussion
2.15 – 2.45 pm	Session Four Paper Presentations
2.50 – 3.45 pm	Workshops & Paper Delivery Discussion
3.45 – 4.00 pm	Afternoon Tea
4.05 – 4.45 pm	Special Session: The Future of NZDipBus including on-line delivery
6.00 pm	Meet and Greet at Baycourt (Cash Bar)
6.30 pm	Dinner at Baycourt

Friday 29 September 2006

8.30 am	Coffee & Tea @ Bongard Centre
9.00 am	Guest Speaker @ Bongard Centre Tim Burgess, CEO Tourism Bay of Plenty
10.00 am	Morning Tea
10.30 – 11.00 am	Session Five Paper Presentations
11.05 – 11.35 am	Session Six Paper Presentations
11.40 – 12.10 pm	Demonstration of Moodle online resource (EIT)
12.15 – 12.30 pm	Pre-Lunch Wrap-Up, Farewell and Close
12:30 pm	Lunch

Accommodation

Delegates must make their own arrangements for accommodation.

Suggested accommodation options that are near the venue and that have been able to offer delegates special rates, include:

Kingsview Resort & Towers

6 Durham St, Tauranga
Ph. 07 571 1455
email: info@kingsviewresort.co.nz
www.kingsviewresort.co.nz

Approximate Cost: \$125 + GST
Per studio (1-2 people)

Hotel Armitage

Willow St, Tauranga
Ph. 07 578 9119
email: info@hotelarmitage.co.nz
www.hotelarmitage.co.nz

Approximate Cost: \$110 - 195 + GST,
3-brm apartment \$225 + GST

Hotel on Devonport

72 Devonport Rd, Tauranga
Ph. 07 578 2668
email: info@hotelondevonport.co.nz
www.hotelondevonport.net.nz

Approximate Cost: \$130 - 160 + GST per room.

The Tauranga on the Waterfront

No 1, Second Ave, Tauranga
Ph. 0800 109 007
email: info@thetauranga.co.nz
www.taurangamotel.co.nz

Approximate Cost: \$105 - 195 incl GST
Double or single rates; self-contained units.

Harbour City Motor Inn

50 Wharf St, Tauranga
Ph. 07 571 1435
Email: taurangaharbourcity@xtra.co.nz

Approximate Cost: \$115 per single;
\$135 per double; \$20 per extra person.



Conference Contacts

Website: www.boppoly.ac.nz/ NZ Applied Business Education Conference

Convenor: Peter Richardson
Paper Presentations: Stephen Schollum
Registration: Shannon Castell

How To Find Us

