

NEW ZEALAND BACHELOR OF ARTS

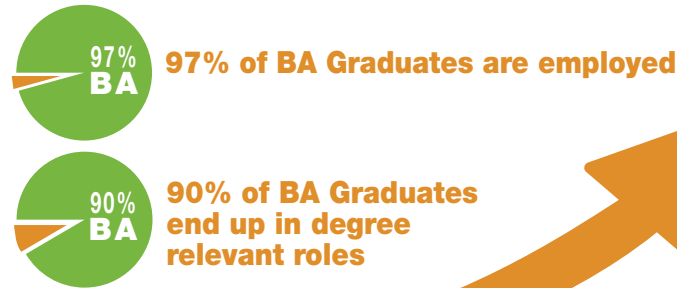
Graduate careers



BA transferable skills¹



Employment rates of BA graduates²



On average graduates earn **above** the national median salary

What employers say about BA graduates



"It's in Apple's DNA that technology alone is not enough. It's **technology married with liberal arts**, married with the humanities, that yields the results that make our hearts sing."

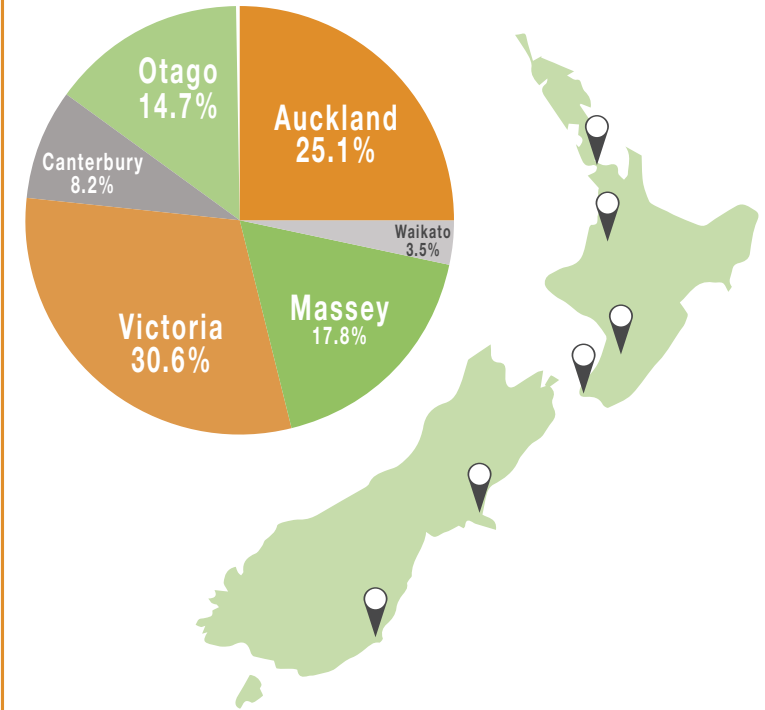
- Steve Jobs, Apple.

"Arts degrees provide a unique set of skills that lead to tangible job opportunities. They allow you to develop **flexible, critical thinking**. Your study is often not prescriptive and **forces you to think outside the box**, which is highly desirable to employers in all industries."

- Ben McFadden, Business Development Coordinator, Oxfam



NZ BA enrolments³



Industry support for the BA⁴

"The BA provides employers with staff who are able to think critically rather than simply accept what is in front of them."

"Knowledge is changing so quickly we need people who are critical thinkers and multi-taskers. These attributes I see more readily in an Arts graduate as opposed to a more specialist degree."

"Communication is critical in today's global business world. Individuals with excellent oral and written language skills are critical to my business success. This includes people with English and foreign language skills as we use both as technical writers in our external communication."

Sources:

1. Massey employer survey, 2014.
2. <http://www.universitiesnz.ac.nz/node/854>
3. Tertiary Data Warehouse
4. http://www.massey.ac.nz/massey/about-massey/news/article.cfm?marticle_uuid=C1EDE7A0-B6C6-745C-B92E-F8F847CF80D1