

One in a thousand

AUT UNIVERSITY'S top business student doesn't fit any of the scholarly stereotypes. Devon Nel (pictured) came to university from the sixth form, he works more hours than he attends classes, and he's AUT Business School's number one first-year student – out of more than 1000.

Nel accepted the Scottish Pacific Business Finance Award for the Top Overall Student in the first year of the Bachelor of Business at the annual AUT Business School Awards ceremony.

Nel says he is proud to receive the award but acknowledges the hardest work is still to come.

"The most rewarding part of my first year was finishing the year successfully," he says. "The most valuable aspect was the overall learning experience and understanding the true meaning of applied business thinking. That's what I'll take with me into second year, into my current job and when I graduate."

During the first year, students examine business case studies, including a real small business, by applying all academic disciplines from finance, accounting, and economics to management and marketing.

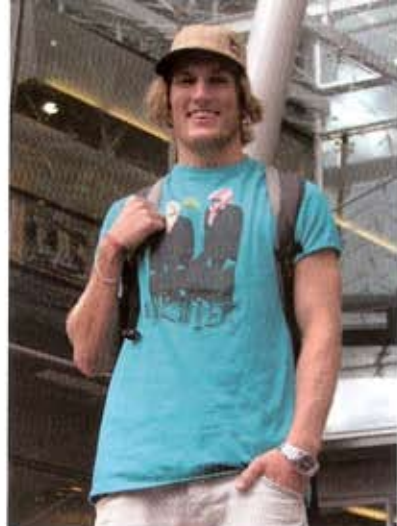
The programme emphasises professional business skills such as team work and communication skills, so students work in teams to create a small business and prepare group presentations. Nel acknowledges team work participation was the most challenging aspect of his first year.

"This experience will no doubt be beneficial for the rest of my degree and in the workforce where working in groups to achieve a single outcome is standard business practice."

Nel says he came to AUT because he thought its facilities and teaching style would make an easy transition from school to university, which it did.

"I was attracted to AUT because of its modern facilities and small interactive classes using laptops," he says. "The new Business School building had been applauded in the paper which got my attention. And I thought learning interactively in a small classroom with lecturers that you can get to know would be helpful to my learning."

As for the future, after graduating, Nel says he'll face the decision between the



lure of a stable well-paying job, starting his own business or continuing with postgraduate study.

"Who knows what the future holds," he says. "Being my own boss and determining my business success through my own effort is my ultimate goal. I am driven by self-motivation to achieve. I want to be the best that I can in everything I do."

The AUT Business School Awards celebrated the success of 42 students and graduates who received 38 awards.

AUT offers digitally printed knitwear

KNITWEAR DESIGNERS in New Zealand are being offered access to the same revolutionary technology that has been credited with transforming the European textiles industry.

The Textile & Design Laboratory (TDL) at AUT University has digital printing technology from Japanese manufacturer Shima Seiki capable of printing high-resolution images on knitwear without changing the original fabric handle.

The TDL is available to local designers and fashion and textiles companies to develop samples or small runs of knitwear or printed fabrics.

TDL manager Peter Heslop says there are significant advantages to the digital printing technology in relation to knitwear.

"Only one colour of yarn is required, small quantities of each printed design are both achievable and affordable and the designer can apply as much or as little colour in their design as they wish, without affecting the feel of the garment," he says.

Printing with reactive dyes means that the colour chemically bonds with all types of natural fibres, maintaining the softness of cotton, wool and luxury fibres alike.

"Digitally printed knitwear not only opens up a whole world of colourful opportunities, it is also the ideal vehicle from which to launch new collections for established and emerging knitwear designers," says Heslop.

In Europe, digital printing technology has been proposed as a way to compete

A digitally printed mohair singlet created by designer Samantha Erkkila using technology at the Textile & Design Laboratory.



with Asia's low production costs, with competitive time-to-market schedules, and as a more ecologically sound alternative to traditional screen printing.

The environmental benefits come from a reduction in the waste that is typically generated by conventional printing methods and the use of less colorants.

AUT
UNIVERSITY

CONTACT US: Gretchen Carroll, communications advisor, Public Affairs. Phone: (09) 921-9462, or 021-633-272. Email: gretchen.carroll@aut.ac.nz