



Master of Business Development (MBusDev)



Leverage your existing professional knowledge and build your business expertise to help you grow your organisation’s business.

Quick facts

Programme type: Postgraduate

Points: 180 or 120

Duration: Part-time: 18 months (for 180 points) or 12 months (for 120 points)

Location: Auckland Online

What will I learn?

Business Development is about growing the business by focusing on:

- Developing new products or services.
- Modifying or enhancing existing products or services.
- Entering new markets.
- Partnering or developing strategic alliances.

The Master of Business Development will equip you with product management capabilities and knowledge, that are essential for effectively leading and managing the development of new products and services, and eventually launching them into market.

Specialisation

This programme offers a specialisation in Innovation and Product Management.

You will sharpen your knowledge and skills in customer insight, market assessment and translating business-to-technical

requirements. You will also study the latest trends in sustainable product management, resource allocation, developing business cases, monitoring product performance and many other topics.

Is this programme for me?

This programme is suited to early to mid-career professionals who are new to, or already engaged in, Business Development and would like to accelerate their career.

It is designed for graduates of business, engineering, health sciences, humanities, sciences or technology degrees with a GPA/ GPE of 4.0 or higher and at least three years of relevant work experience.

Our flexible, online delivery within quarter-based teaching terms means working professionals would be able to fit their study around work and personal commitments.

This programme is open to domestic students only.

Career opportunities

You will be prepared for a wide variety of roles in business such as:

- Entrepreneur
- Engineer
- Product Development/NPD Manager
- Product Management Consultant

Enquire now

Email: online.auckland@auckland.ac.nz



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