



Master of Business Management (MBM)



Develop advanced knowledge, skills and understanding in business management and marketing to enhance your employability and career progression.

Quick facts

Programme type: Postgraduate

Points: 180 and 120[^]

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

Location: City Campus

[^] The 120 pathway is only for those who have completed an honours degree or a PGDipBus with a GPA of 4.0 or higher.

What will I learn?

This coursework programme will develop capabilities that will enable you to apply analytical and solution-seeking skills to organisational challenges.

You will develop your personal, professional and managerial skills, as well as develop and strengthen your personal networks.

Graduates will be equipped to enter or progress in business management careers, within local and international businesses, as practitioners in their specialist fields.

Specialisations

Our MBM programme offers two specialisations:

- Digital Marketing
- Strategic Management

Is this programme for me?

This masters programme is designed for new and recent graduates from any field (business or non-business) who would like to advance their careers in management and marketing.

The flexible delivery of courses — in the evenings and within quarter-based teaching term dates — is best suited to busy working professionals.

The MBM is open to domestic students only and you will need a GPA/GPE of 4.0 or higher from any degree.

Note: The Postgraduate Certificate in Business Management (PGCertBM) is also available as a pathway to the MBM, or for students seeking a shorter study option.

Career opportunities

You will be prepared to enter or progress business management careers in local and international business. Relevant roles include:

Digital Marketing Specialisation:

- Campaign Manager/Specialist
- Digital Content Specialist
- Digital Marketing Manager/Coordinator
- Social Media Manager

Strategic Management Specialisation:

- Business Analyst/Advisor
- Business Development Manager
- Consultant
- Strategy Analyst

Enquire now

Email: postgrad-com@auckland.ac.nz



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