



## Business Masters

# Master of Management

### Likely roles include:

- Business analyst
- Market planner
- Management consultant
- Sales executive

### 180 points; 15 months

The Master of Management is a 15-month coursework masters degree programme aimed at providing you with the practical skills and networks to support your successful entry into a business management oriented career with SMEs through to larger corporations.

### Career prospects

Designed to add value to any bachelors degree, the Master of Management will prepare you for a career in general

business. Graduates may find employment in a wide range of positions in the retail, manufacturing or service industries.

### Degree structure

**The Master of Management is a 15-month, 180-point programme studied over five quarters.**

You will study core business courses before selecting from one of three specialisation options. You are able to confirm your choice of specialisation at the end of your second quarter of study.

You will also complete four professional development modules as an important component of your degree. These will equip you with the professional skills that you will need to enhance your employability and success in the business world.

#### MASTER OF MANAGEMENT - COHORT 5

Core 1	Core 2	Specialisation 3	Specialisation 4	Marketing Strategy and Capstone 5
<ul style="list-style-type: none"> <li>• Managing People and Organisations</li> <li>• Economics for Managers</li> </ul>	<ul style="list-style-type: none"> <li>• Financial Reporting and Control</li> <li>• Business Analytics</li> </ul>	<ul style="list-style-type: none"> <li>• Specialisation course 1</li> <li>• Specialisation course 2</li> </ul> <p><b>CHOOSE 1 SPECIALISATION FROM BELOW</b></p>	<ul style="list-style-type: none"> <li>• Specialisation course 3</li> <li>• Specialisation course 4</li> </ul> <p><b>CHOOSE 1 SPECIALISATION FROM BELOW</b></p>	<ul style="list-style-type: none"> <li>• Strategic Management</li> <li>• Strategy Capstone</li> </ul>

#### Professional Development

#### Choose one of the four specialisations:

Accounting	Business*	International Business	Marketing
<ul style="list-style-type: none"> <li>• Financial Reporting and Accounting</li> <li>• Business Finance</li> <li>• Analysing Financial Statements</li> <li>• Strategic Management Accounting</li> </ul>	<ul style="list-style-type: none"> <li>• Business Finance</li> <li>• Marketing Management</li> <li>• Innovation and Value Creation</li> <li>• Global Operations Management</li> </ul>	<ul style="list-style-type: none"> <li>• International Business Environment</li> <li>• Marketing Management</li> <li>• Competing in Asia</li> <li>• Global Operations Management</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing Management</li> <li>• Understanding Consumers</li> <li>• Contemporary Marketing</li> <li>• Competing in Asia</li> </ul>

See overleaf for more detailed course descriptions

\* Available for Master of Management only

# Course descriptions

COHORT 5

Choose one of four specialisations

<b>Core</b>	<b>BUSMGT 711 - 15 points Managing People and Organisations</b>	Focuses on the foundations of organisational behaviour and managing within the workplace. Examines the challenges that managers and leaders face in managing people and organisations.
	<b>BUSMGT 712 - 15 points Business Analytics</b>	Focuses on fact-based and data-driven decision making in a volatile, uncertain, complex, and ambiguous (VUCA) world. Examines decision biases and tools to overcome decision making under VUCA.
	<b>BUSMGT 713 - 15 points Financial Reporting and Control</b>	Focuses on essential accounting knowledge for effective resource allocation and for quantifying, assessing, and communicating information about the health of the enterprise.
	<b>BUSMGT 714 - 15 points Economics for Managers</b>	Examines attributes and behaviours of consumers, firms, markets and institutions and their impacts on the macroeconomy. Focuses on the micro and macroeconomic aspects of market actors from a managerial perspective.
<b>Accounting</b>	<b>BUSMGT 731 - 15 points Financial Reporting and Accounting</b>	Provides an overview of financial accounting principles within New Zealand and the understanding and application of New Zealand Financial Reporting Standards. Focuses on the role financial statements play in investment, analysis and contracting decisions.
	<b>BUSMGT 732 - 15 points Business Finance</b>	Examines the functions of the markets for real and financial assets, and their valuation. Focuses on the various techniques that financial managers can create wealth for shareholders and stakeholders.
	<b>BUSMGT 733 - 15 points Analysing Financial Statement</b>	Focuses on the analysis of financial statements and the assessments of an organisation's performance. Develops an understanding of appropriate tools and techniques used to measure and assess risk and value.
	<b>BUSMGT 734 - 15 points Strategic Management Accounting</b>	Focuses on the understanding and designing of revenue and cost management systems to facilitate strategic decisions and management control. The student will achieve a deep understanding of strategic cost management, budgetary control systems and performance measurement through an applied project.
<b>Business</b>	<b>BUSMGT 722 - 15 points Innovation and Value Creation</b>	Focuses on how entrepreneurs and organisations create and capture value through innovation. Examines how organisations can manage innovation processes in house and in collaboration with other organisations.
	<b>BUSMGT 724 - 15 points Global Operations Management</b>	Examines design, management and improvement of operations to produce and deliver products and services within global supply chains. Emphasises how decisions relating to resources and processes are made in a business environment.
	<b>BUSMGT 732 - 15 points Business Finance</b>	Examines the functions of the markets for real and financial assets, and their valuation. Focuses on the various techniques that financial managers can create wealth for shareholders and stakeholders.
	<b>BUSMGT 751 - 15 points Marketing Management</b>	Focuses on the core concepts and principles of marketing theory and practice using examples from New Zealand and overseas.
<b>Internat'l Business</b>	<b>BUSMGT 724 - 15 points Global Operations Management</b>	Examines design, management and improvement of operations to produce and deliver products and services within global supply chains. Emphasises how decisions relating to resources and processes are made in a business environment.
	<b>BUSMGT 741 - 15 points International Business Environment</b>	Provides an understanding of macro-environment issues that businesses operating internationally face. Develops students' analytical thinking and decision making skills with the use of analytical tools and case studies.
	<b>BUSMGT 743 - 15 points Competing in Asia</b>	Examines the different national institutional environments in the Asia-Pacific region. Provides an understanding of the changes that are taking place in key economies in the region and the implications for competition.
	<b>BUSMGT 751 - 15 points Marketing Management</b>	Focuses on the core concepts and principles of marketing theory and practice using examples from New Zealand and overseas.
<b>Marketing</b>	<b>BUSMGT 743 - 15 points Competing in Asia</b>	Examines the different national institutional environments in the Asia-Pacific region. Provides an understanding of the changes that are taking place in key economies in the region and the implications for competition.
	<b>BUSMGT 751 - 15 points Marketing Management</b>	Focuses on the core concepts and principles of marketing theory and practice using examples from New Zealand and overseas.
	<b>BUSMGT 752 - 15 points Understanding Consumers</b>	Focuses on the analysis of markets and buyers. It will involve the basic principles and application of market research. The course will also cover buyer behaviour concepts.
	<b>BUSMGT 753 - 15 points Contemporary Marketing</b>	Development and evaluation of contemporary marketing issues and strategies.
<b>Strategy capstone</b>	<b>BUSMGT 716 - 15 points Strategy Capstone</b>	Examines the logics and processes of strategy formulation and implementation. The course involves a "real world" business project requiring creative and innovative recommendations.
	<b>BUSMGT 717 - 15 points Strategic Management</b>	Develops and applies core conceptual frameworks relevant to the development and analysis of corporate and competitive strategy. May include strategy development, diversification, and corporate portfolio management.
<b>Professional development</b>	<b>BUSMGT 701 - 7.5 points Module 1</b>	Provides opportunities for the development of applied communication skills and career planning strategies.
	<b>BUSMGT 702 - 7.5 points Module 2</b>	Focuses on the individual and develops key interpersonal strategies and skills for professionals to function effectively and cooperatively in a range of business environments.
	<b>BUSMGT 703 - 7.5 points Module 3</b>	Engages the emerging manager in developing advanced planning and implementation skills through the use of case studies.
	<b>BUSMGT 704 - 7.5 points Module 4</b>	The emphasis is on the development of advanced professional attributes which are essential to organisational leadership, including advanced communication and effective team engagement.

The information in this document is provided as a general guide only for students and is subject to alteration.