



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.

Core 1	Core 2	Specialisation 3	Specialisation 4	Strategic Management 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><i>CHOOSE 1 SPECIALISATION FROM BELOW</i></p>	<ul style="list-style-type: none"> <li>• Specialisation course 3</li> <li>• Specialisation course 4</li> </ul> <p><i>CHOOSE 1 SPECIALISATION FROM BELOW</i></p>	<ul style="list-style-type: none"> <li>• Strategic Management*</li> <li>• Strategy Capstone</li> </ul>

## Professional Development

### Choose one of the five specialisations:

Accounting	Business	International Business	Marketing	Human Resource Management**
<ul style="list-style-type: none"> <li>• Financial Reporting and Accounting</li> <li>• Business Finance</li> <li>• Analysing Financial Statements</li> <li>• Management Accounting</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing Management</li> <li>• Business Finance</li> <li>• International Human Resource Management</li> <li>• Global Operations Management</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing Management</li> <li>• International Business Environment</li> <li>• International Human Resource Management</li> <li>• Global Operations Management</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing Management</li> <li>• Understanding Consumers</li> <li>• Advertising, Branding, and PR</li> <li>• Marketing Communications</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing Management</li> <li>• Human Resource Policy and Practice</li> <li>• International Human Resource Management</li> <li>• Global Operations Management</li> </ul>

\* Accounting Information Systems for Accounting Specialisation

\*\* HRM Specialisation will be available from September 2019

# Course descriptions

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Choose one of four specialisations

<b>Core</b>	BUSMGT 711 - 15 points Managing People and Organisations	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.
	BUSMGT 712 - 15 points Business Analytics	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.
	BUSMGT 713 - 15 points Financial Reporting and Control	Focuses on essential accounting knowledge for effective resource allocation and for quantifying, assessing, and communicating information about the health of the enterprise.
	BUSMGT 714 - 15 points Economics for Managers	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>	BUSMGT 731 - 15 points Financial Reporting and Accounting	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.
	BUSMGT 732 - 15 points Business Finance	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.
	BUSMGT 733 - 15 points Analysing Financial Statement	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.
	BUSMGT 735 - 15 points Management Accounting	Design and management of revenue and cost management systems. Analysis of budgets and standard, costing system, cost systems for decision-making and control, performance appraisal, and contemporary related issues.
<b>Business</b>	BUSMGT 751 - 15 points Marketing Management	Focuses on the core concepts and principles of marketing theory and practice using examples from New Zealand and overseas.
	BUSMGT 732 - 15 points Business Finance	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.
	BUSMGT 761 - 15 points International Human Resource Management	Examines the management of international workforces in multinational corporations. Explores the impact of culture on managing people in cross-border contexts.
	BUSMGT 724 - 15 points Global Operations Management	Advanced analysis of global operations management. Evaluates the design, management, and improvement of operations in goods and services organisations and critiques strategies to improve global supply chain performance.
<b>Internat'l Business</b>	BUSMGT 751 - 15 points Marketing Management	Focuses on the core concepts and principles of marketing theory and practice using examples from New Zealand and overseas.
	BUSMGT 741 - 15 points International Business Environment	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.
	BUSMGT 761 - 15 points International Human Resource Management	Examines the management of international workforces in multinational corporations. Explores the impact of culture on managing people in cross-border contexts.
	BUSMGT 724 - 15 points Global Operations Management	Advanced analysis of global operations management. Evaluates the design, management, and improvement of operations in goods and services organisations and critiques strategies to improve global supply chain performance.
<b>Marketing</b>	BUSMGT 751 - 15 points Marketing Management	Focuses on the core concepts and principles of marketing theory and practice using examples from New Zealand and overseas.
	BUSMGT 752 - 15 points Understanding Consumers	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.
	BUSMGT 756 - 15 points Advertising, Branding, and PR	Develops the essential frameworks and tools for operating in specialised marketing agencies such as advertising, branding, media, PR, or similar. Examines the work of marketing agencies, and equips students with a mobile repertoire of practical skills required by marketing agencies.
	BUSMGT 754 - 15 points Marketing Communications	Analysis of the individual components of the marketing communications mix. Critically evaluates the role of marketing communications in supporting brand, product and service strategy.
<b>Strategy capstone</b>	BUSMGT 716 - 15 points Strategy Capstone	Examines the logics and processes of strategy formulation and implementation. The course involves a "real world" business project requiring creative and innovative recommendations.
	BUSMGT 717 - 15 points Strategic Management	Applies core conceptual frameworks in the evaluation and formulation of corporate and business strategy. Includes topics such as innovation, diversification and strategic change.
	BUSMGT 734 - 15 points Strategic Management Accounting	Critically analyses the role of strategic management accounting in facilitating strategic decision making and sustainable value creation. Evaluates strategic cost management tools and techniques, budgetary control systems and performance measurement through an applied research project.
<b>Professional development</b>	BUSMGT 701 - 7.5 points Module 1	Establishes an understanding of self as an individual within a personal, cultural and 'emerging professional' context. Provides opportunities for the development of applied communication skills and personal career planning strategies to become an agile, reflective professional.
	BUSMGT 702 - 7.5 points Module 2	Develops key interpersonal strategies and skills to manage self and function effectively and cooperatively as a professional in a range of business environments. Builds on personal and professional goals focussing on the presentation of self to the market place.
	BUSMGT 703 - 7.5 points Module 3	Engages the emerging manager in developing skills and capabilities that will enhance the ability to work effectively and manage others including cross-border contexts. Focuses on the application of tools and models to develop an understanding of the complexity of organisational contexts and the challenges and issues which confront managers.
	BUSMGT 704 - 7.5 points Module 4	Focuses on the development of advanced professional attributes which are essential to leadership including influencing others and managing change. Creates understanding of an entrepreneurial mind-set and emphasises techniques for identifying and evaluating business opportunities. Develops skills and competencies including advanced communication through the critical analysis of applied scenarios.

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