



**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. If you have a sufficiently high GPA, you will have the option to change to a 240-point masters in your chosen specialisation at the end of your fourth quarter of study.

You will also complete two 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 16

Core	Core	Specialisation	Specialisation	Strategic Management and Capstone
1	2	3	4	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>• Principles of Business Analytics</li> </ul>	<ul style="list-style-type: none"> <li>• Specialisation course 1</li> <li>• Specialisation course 2</li> <li>• Professional Development</li> </ul>	<ul style="list-style-type: none"> <li>• Specialisation course 3</li> <li>• Specialisation course 4</li> <li>• Communicating Business Insights</li> </ul>	<ul style="list-style-type: none"> <li>• Strategic Management*</li> <li>• Strategy Capstone</li> </ul>

## Choose one of the three specialisations:

Accounting	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>• Management Accounting</li> </ul>	<ul style="list-style-type: none"> <li>• International Business Environment</li> <li>• International Business Strategy</li> <li>• International Trade and Finance</li> <li>• Competing in Asia</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing Management</li> <li>• Branding Strategy</li> <li>• Strategic Digital Marketing</li> <li>• Understanding Consumers</li> </ul>

See overleaf for more detailed course descriptions

\*Accounting Information Systems for Accounting Specialisation.

## Course descriptions

Core	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 Principles of 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.
Accounting	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 707 - 15 Points Professional Development	Develops key interpersonal strategies and communication skills to become an agile, reflective professional and to manage the professional self effectively and cooperatively in a range of business environments. Enhances the emerging manager's ability to lead and influence others in both cross-cultural contexts and uncertainty.
	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.
	BUSMGT 708 - 15 points Communicating Business Insights	Equips students with the ability to utilise data visualisation tools and techniques in crafting and adapting data communication strategies for different types of audiences. Develops critical evaluation of the presentation of data and the implications for ethical communication.
International Business	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 745 - 15 Points International Business Strategy	Explores strategic aspects of managing a firm in an international context. Emphasizes the development of skills to understand and analyse the issues that firms face in operating in international markets and value chains, and the emergence and development of business and corporate level international business strategy.
	BUSMGT 707 - 15 Points Professional Development	Develops key interpersonal strategies and communication skills to become an agile, reflective professional and to manage the professional self effectively and cooperatively in a range of business environments. Enhances the emerging manager's ability to lead and influence others in both cross-cultural contexts and uncertainty.
	BUSMGT 742 - 15 Points International Trade and Finance	Provides an understanding of the trade and financial environments within which organisations operate. Focuses on the challenges organisations face when making business decisions with regard to international trade and finance.
	BUSMGT 743 - 15 Points Competing in Asia	Develops highly specialised knowledge about the changing institutional and business environments in key economies in the Asia-Pacific region. Requires independent research and analysis to critically evaluate the implications of such changes for innovation, business strategy and understanding customers.
	BUSMGT 708 - 15 points Communicating Business Insights	Equips students with the ability to utilise data visualisation tools and techniques in crafting and adapting data communication strategies for different types of audiences. Develops critical evaluation of the presentation of data and the implications for ethical communication.
Marketing	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 756 - 15 points Branding Strategy	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 707 - 15 Points Professional Development	Develops key interpersonal strategies and communication skills to become an agile, reflective professional and to manage the professional self effectively and cooperatively in a range of business environments. Enhances the emerging manager's ability to lead and influence others in both cross-cultural contexts and uncertainty.
	BUSMGT 755 - 15 Points Strategic Digital Marketing	Examines current and emerging research in marketing communications and evaluates contemporary practice. Focuses on the effective integration of digital strategies in marketing planning, implementation and practice.
	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 708 - 15 points Communicating Business Insights	Equips students with the ability to utilise data visualisation tools and techniques in crafting and adapting data communication strategies for different types of audiences. Develops critical evaluation of the presentation of data and the implications for ethical communication.
Strategy capstone	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.
	BUSACT 702 - 15 points Accounting Information Systems	Examines the process of development and distribution of accounting information for decision making. Emphases will be on the role of accounting information, business processes, system mapping and documentation through data flow diagrams and flowcharts, transaction cycles, and control of risk
	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.

Choose one of three specialisations