



BUSINESS SCHOOL

Master of Business Management (MBM)



The Master of Business Management degree is designed to build the capabilities required to advance your career in management, digital marketing or human resource management.

Quick facts

Programme type: Postgraduate
Points: 180 and 120[^]
Duration: 18 months (for 180 points) or 12 months (for 120 points)
Location: City Campus and Te Papa Ako o Tai Tonga | South Auckland Campus
Intakes: April and September

[^] The 120-point pathway is only for graduates of an honours degree or a PGDipBus with a GPA of 4.0 or higher.

Is the MBM for me?

The MBM is designed for new and recent graduates from any field (business or non-business) wanting to grow their career options. The programme:

- Provides upskilling for anyone seeking an early career management role
- Develops the managerial and leadership skills required to advance in a current career pathway
- Offers retraining to someone in a job rut and focused on moving into a new field of work
- Prepares new graduates for entry roles in management, marketing and HRM

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

Our MBM will help you take the next step in your career. **There is also a pathway option for students with relevant work experience but no prior degree.**

auckland.ac.nz/mbm

What will I learn?

In the MBM you will learn to use analytical and solution-seeking skills to address organisational challenges, strengthen your personal, professional and managerial capabilities, and develop your personal networks. You will gain advanced knowledge and skills in a specialisation of your choice from: Digital Marketing, Strategic Management and Human Resource Management.

Learner flexibility

We offer flexible study pathways that will enable you to achieve an internationally recognised masters degree. To suit working professionals, the MBM programme is:

- Delivered in the evenings
- Offered in quarters, with four 10-week terms per year
- Available on the City Campus with some options offered on our South Auckland campus

The first 60 points of the PGDipBus pathway will only be offered through Auckland Online.

Enquire now

Email: postgrad-com@auckland.ac.nz



No 1

In New Zealand for Employability¹



Top 10

In the world for sustainable development impact²



No 1

Most innovative university in New Zealand³



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Specialisations and structure

The MBM is a flexible, practitioner-focused, masters degree (180-points). It has three parts. Part I: 60 points of core courses, Part II: 60 points in your chosen specialisation (Strategic Management, Digital Marketing or Human Resource Management); and Part III: 60 points of advanced courses, including an industry consultancy project in your chosen field.

There is a choice of three specialisations: Strategic Management, Digital Marketing and Human Resource Management.

Strategic Management

Creation and implementation of management strategies to achieve a company's goals and objectives

Career opportunities: Business Analyst/ Advisor; Business Development Manager; Sales Manager; Strategy Analyst

Digital Marketing

Digital marketing strategies, technologies, practice and impacts on the customer journey

Career opportunities: Digital Content Manager; Digital Insights Analyst; Social Media Manager

Human Resource Management

Human Resource Management policy, and practices to improve organisational effectiveness

Career opportunities: Human Resource Adviser; Human Resource Consultant; Human Resource Analyst; Human Resource Coordinator

MBM programme pathways

Direct entry for graduates

Direct entry to the MBM is available to applicants with a completed undergraduate degree with a minimum GPA of 4.0. Students who do not meet the GPA requirement may apply to enter through the Postgraduate Diploma in Business pathway (see below).

The programme may be completed in 18-36 months, depending on whether a student chooses to complete one course (15 points) or two courses (30 points) per quarter.

Master of Business Management (180 pts)

MBM
Part I
(60 pts)

MBM
Part II Specialisation
(60 pts)

MBM
Part III (includes Industry
Project)
(60 pts)

Pathway for non-graduates

Applicants without a first degree who have at least five years' relevant work experience can enter the MBM through our Postgraduate Diploma in Business (PGDipBus) pathway. By completing a PGDipBus in Business Management (120 points) with a GPA of 4.0 you can enter the MBM 120-point track and will complete Parts II and III. We encourage you to talk to one of our friendly advisers to discuss whether this is the best pathway for you.

Postgraduate Diploma in Business in Business Management (120 pts)

PGDipBus
Core*
(60 pts)

PGDipBus
MBM Part I
(60 pts)

Master of Business Management (120 pts)

MBM
Part II
(60 pts)

MBM
Part III
(60 pts)

Exit qualifications

Students who commence the MBM and are unable to continue in the programme may elect to reassign their completed courses to either a Postgraduate Diploma in Business Management (120 points) or a Postgraduate Certificate in Business Management (60 points). Students are encouraged to discuss this option with their adviser should their personal or work circumstances prevent them from continuing.