TE KUNENGA KI PŪREHUROA | MASSEY UNIVERSITY
UNIVERSITY OF NEW ZEALAND

#1 in NZ for Finance and Accountancy
Shanghai Rankings (2025)

BUSINESS AND FUTURE LEADERS

2027 Qualification Guide

Rankings & Accreditations

RATED IN THE TOP 5% OF BUSINESS SCHOOLS GLOBALLY, MASSEY BUSINESS SCHOOL OFFERS WORLD-LEADING, RELEVANT, FLEXIBLE AND RESEARCH-LED TERTIARY EDUCATION IN BUSINESS.

QS (QUACQUARELLI SYMONDS) WORLD UNIVERSITY RANKINGS

Accounting and Finance
Massey is ranked as one of the top 200 universities for Accounting and Finance.

Economics and Econometrics
Massey is ranked as one of the top 350 universities for economics and econometrics.

Communication and Media
Ranked as one of the top 100 universities for communication and media studies

Business Management Studies
Ranked as one of the top 400 universities for business and management.

SHANGHAIRANKING

Business Administration
Massey University is ranked No. 2 in New Zealand for Business Administration.

Communication
Massey University is ranked No.1 in New Zealand, and 45th in the world.

Economics
Massey University's economics research is ranked No.1 in New Zealand and the top 400 globally.

ACCREDITATIONS

The Bachelor of Accountancy
See page 14 for a full list of accreditations.

Global Association of Risk Professionals

"We are very pleased to have the Master in Finance degree qualification offered by Massey University as a member of GARP's Partnership for Risk Education. " William May, Senior Vice President – Global Head of Certifications and Educational Programs, GARP

Global Association of Risk Management Professionals
Master of Finance (Risk Analytics) is accredited.

Property Institute of New Zealand (PINZ)
The Bachelor of Business (Property) and Bachelor of Agribusiness (Rural Valuation) are accredited.

Suitably qualified students may apply to PINZ to obtain registration in their selected field of expertise. Registration requires the necessary qualifications and at least 3 years practical experience in a selected field of expertise.

Real Estate Institute of New Zealand
The Bachelor of Business (Property) is accredited.

Royal Institution of Chartered Surveyors
Massey's Bachelor of Construction is accredited.

Accrediting Council on Education in Journalism and Mass Communication
Massey's Bachelor of Communication is the only degree outside the Americas and the Middle East to be recognised.

FINANCIAL ADVICE NEW ZEALAND (FANZ)

This qualification satisfies the education requirements for becoming a Certified Financial Planner CM professional with the professional body FANZ (other non-educational requirements are required).

VALUERS REGISTRATION BOARD (VRB)

Suitably qualified students may apply to the VRB to obtain registration as a valuer.

Registration (recognised as a minimum standard of competence) requires the valuer be 23 years of age, have the necessary qualifications and a minimum 3 years practical valuing experience. Registration is covered in the Valuers Act (1948).

NEW ZEALAND INSTITUTE OF VALUERS (NZIV)

Once you are registered with the VRB you may also apply to become a Member of the New Zealand Institute of Valuers (MNZIV). After 1 year of NZIV membership a member can apply to become an Associate member of NZIV (ANZIV, MPINZ).

INSTITUTE OF MANAGEMENT NEW ZEALAND (IMNZ)

Massey Business School and IMNZ have a collaborative partnership to offer development pathways that transform talented people into valuable managers, visionary leaders and global executives.

CHARTERED FINANCIAL ANALYSTS INSTITUTE (CFA)

Massey University is part of the Chartered Financial Analysts Institute's (CFA's) University Affiliation Programme.

Business

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DEGREES

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UPDATED JANUARY 2026
The information contained in this publication is indicative of the offerings available in 2027 and subsequent years. This information may be subject to change. While all reasonable efforts will be made to ensure listed qualifications are offered and regulations are up to date, the University reserves the right to change the content or method of presentation, or to withdraw any qualification or part thereof, or impose limitations on enrolments. For the most up to date information please go to massey.ac.nz

Enterprise project
Sustainable practice
for Hospice
Economic
Dimension

Nau mai Haere mai

WELCOME TO THE MASSEY BUSINESS SCHOOL

Massey Business School provides an opportunity to establish a career in business through the development of advanced discipline- specific knowledge, and the skills and networks critical to the future of work.

Through a combination of course work, internships, project opportunities, extra-curricular activities, and international exchange programs, Massey Business School has developed a learning environment that is challenging and full of opportunity. We also provide you with flexibility, allowing you to study on and off campus through exceptional face-to-face and online learning facilities, full or part-time depending on your needs, and with program structures that allow you to explore other areas of interest, or deepen your knowledge by studying more than one area of specialisation.

We also believe that rather than just study business our students should practice business. That's why we partner closely with leading New Zealand and global companies and offer a range of internships and other opportunities, allowing you to interact with businesses as part of your program. Our Trading Room, the first for a New Zealand university, allows students to trade in real dollars on the NZX, and other practice facilities enable hands-on experience in entrepreneurship and business analytics.

We also recognise that today's students need skills that can take them to the top of the business world anywhere, so we focus on relevant and future-focused learning that is global in its application. For example, our Bachelor of Business has been redesigned to focus on critical thinking and build resilience and adaptability in our graduates – to ensure they are equipped for a rapidly changing world.

Massey Business School will get your career started from a strong foundation and ensure you have the skills to succeed, no matter where your future takes you.

Professor Jonathan Elms
Pro Vice-Chancellor and Dean,
Massey Business School

SCHOLARSHIPS

There are a large number of scholarships available to first-year and current Massey University business students including hardship and sports-related scholarships.

ENTRY REQUIREMENTS

To enrol in the Bachelor of Business you must have an entrance to university qualification, either through Bursaries and Scholarship Examinations, NCEA, New Zealand University Entrance, Admission with Equivalent Status, Discretionary Entrance or Special Admission.

A **Desirable school subjects**
English and Maths

B **Useful but not essential**
Accounting and Economics

C **Exemptions on the basis of high NCEA Level 3 marks are available in:**
Statistics, Accounting and Economics.

Students who have achieved 24 credits at NCEA Level 3 with an average of Merit and have a high overall achievement, or have a scholarship in the relevant subject(s), may be eligible to be exempt from taking the following core courses:

– 115.112 Accounting for Business
– 115.113 Economics of Business.

Note: Students who think they are in this category, can apply for an exemption by contacting Student Advice and Information.

Students will need to take another course in place of any exemptions granted and even if eligible, we do not advise applying for more than two exemptions.

PLANNING

You need to choose a major when you begin your Bachelor of Business studies. However do not be concerned about this, as you may change your major if you identify a new direction or interest during the first year. Some students know what they will major in when they begin studies, while others prefer to keep their options open.

Including six core 100-level courses in Year One will ensure you have more choice later on.

Your core courses are:

115.111	Communication Theory and Practice
115.112	Accounting for Business
115.113	Economics for Business
115.114	Finance Fundamentals
115.115	Management in Context
115.116	Introduction to Marketing
115.211	Business Law
115.212	Fundamentals of Leadership and Teamwork
115230	Pakihi Māori
115340	Sustainable Business Operations

The Bachelor of Business is a flexible qualification, which allows students to decide which of the available courses to study each semester, depending on their needs and objectives.

TYPICAL STUDY PATTERN

Year 1 – 120 credits

115.111	● Communication Theory and Practice	15 credits
115.112	● Accounting for Business	15 credits
115.113	● Economics for Business	15 credits
115.114	● Finance Fundamentals	15 credits
115.115	● Management in Context	15 credits
115.116	● Introduction to Marketing	15 credits
	● Elective 100 or 200 level	15 credits
	● Elective 100 or 200 level	15 credits

Year 2 – 120 credits

115.211	● Business Law	15 credits
115.212	● Fundamentals of Leadership and Teamwork	15 credits
	● 200-level	15 credits
	● 200-level	15 credits
	● 200-level	15 credits
	● 200-level	15 credits
	○ Elective	15 credits
	○ Elective	15 credits

Year 3 – 120 credits

	● 300-level	15 credits
	● 300-level	15 credits
	● 300-level	15 credits
	● 300-level	15 credits
	○ Elective	15 credits
	○ Elective	15 credits
	○ Elective	15 credits
	○ Elective	15 credits

● Compulsory ● Major ○ Elective

Bachelor's degree
NZQF level 7 | Undergraduate study
3 years full-time (360 credits) | Part-time available

Bachelor of Business
BBus

Within six months of graduation, approximately 85% of Massey's Bachelor of Business graduates are employed in the business area of their choice in New Zealand or internationally. When you study the Bachelor of Business you will gain the leadership, communication, teamwork and creative skills that employers are looking for.

WHAT IS IT LIKE?

Massey University's Bachelor of Business is about you getting the most from your studies in business, so you can go on to a great career.

The Bachelor of Business will give you many skills you can use in many different types of businesses, in New Zealand and around the world. You will be:

- Someone that has a sound base in the business fundamentals of accounting, economics, finance, management, marketing, law and communication
- An independent learner
- An innovative thinker
- An effective communicator
- Able to lead or work within a team
- Someone who can find and use the latest knowledge to grow a business
- Effective in multi-cultural and international business environments
- An ethical and culturally sensitive professional Bachelor of Business BBus
- A specialist in at least one area of business expertise, and well-versed in the business fundamentals

CAREERS

More than any other business degree, the Bachelor of Business equips you with flexible and highly portable skills that employers welcome. Depending on the major that you choose, you can join the world of business in many different roles, such as:

- advertising and communication specialist, professional sports administrator
- business, systems or information analyst
- communication manager or media consultant,
- economic forecaster
- economic statistician, business/policy/risk analyst
- economist
- financial advisor or consultant
- human resources, recruitment manager or facilitator in employment relations
- international market developer, or dealer in exporting, licensing, and importing
- investment banking analyst
- management accountant or financial accountant
- market researcher
- marketing manager
- new venture initiator or project manager, financial analyst
- property developer, or valuer.
- property manager,
- public relations
- sharebroker or financial consultant
- small business manager
- sports marketer or events manager.

Study pattern notes: Most courses are 15 credits each. Core courses: 120 credits in total, Major courses: 120 credits in total, Elective courses: 120 credits with no more than 90 credits at 100-level and at least 15 credits at 300 level.

Elective courses may be taken from the Schedules to any undergraduate degree or diploma in the Massey Business School including the BBus, or from any undergraduate degree or diploma within the University.

Accountancy
BBus Major

This degree will help you become an accountancy specialist with the broad business knowledge and skills that employers seek.

WHAT IS IT LIKE?

The Bachelor of Business (Accountancy) will allow you to become an accountant with an integrated business perspective. You will gain the skills and confidence to measure the big decisions affecting modern organisations and societies. These are skills that today's employers seek, both in New Zealand and internationally.

Become an excellent communicator
You will develop your ability to identify and communicate information important to organisations. The qualification will help you make financial and non-financial judgements from available resources and will develop your interpersonal, digital and business communication skills.

If you are certain you would like to follow a professional accounting career, you should consider the Bachelor of Accountancy qualification as an alternative to the Bachelor of Business (Accountancy). See page 17.

CAREERS

The accountancy major prepares you primarily for careers in business. However, you may also find opportunities in education, the corporate or public sector, or as a consultant providing business or tax advisory services. An accountancy major can also lead to a career within general management.

Because the major is flexible and gives you the opportunity to concentrate on a particular area of accountancy, career options are numerous depending on the combination of courses you choose to take. Many of our graduates start their careers in accounting but later move into other areas. They are able to take with them the financial and non-financial performance evaluation skills important for senior executives.

Graduates with an accountancy major can seek admission to Chartered Accountants Australia and New Zealand or CPA Australia by completing a number of courses not specifically required in the Bachelor of Business degree. The right course selection also provides graduates with exemptions for ACCA and CIMA.

You should seek advice early in your degree qualification as a number of the required courses should be included in your degree as electives, making the order of course selection important.

Note: If you would like more information on professional body membership, please contact us at accountancy@massey.ac.nz.

Business Analytics
BBus Major

New data capture and processing tools require business managers who know how to convert data into information. Analytics is the key to extracting useful and interesting insights from data.

The Bachelor of Business (Business Analytics) will make you a data analytics professional, with the knowledge and skills to identify organisational data-related problems. You will practice with analytics tools and techniques to extract, transform, and analyse data to provide evidence-based solutions for competitive advantage. You will interpret big data and use it to build and test business models, and communicate with a wider audience.

WHAT IS IT LIKE?

Ethical practice is critical while dealing with sensitive data. The Business Analytics major will broaden your ability to manage and critique contemporary issues in business analytics including ethics, data sovereignty and governance, privacy, acquisition and processing.

This qualification exploits the value of data to meet the needs of organisational decision making and meet strategic goals. It cultivates hands-on skills with different analytic tools to enhance data driven decision making.

You'll gain skills related to identifying data problems and understanding data analytics. You'll help build systems for dynamic data driven decision making, and practice data ethics.

CAREERS

There is a shortage of people skilled in data analytics, and salaries are competitive. The skills you learn at Massey and the qualification you'll receive will be transferable and in demand across multiple organisational sectors, both in New Zealand and around the world.

Roles include:

- Analytics specialist
- Business analyst
- Business intelligence analyst
- Customer insights analyst
- Data analytics manager
- Digital insights and social media data analyst
- Economic data/policy analyst
- Finance/financial data analyst
- Information management specialist
- Insights and customer experience manager
- Investment analyst
- Loyalty programme analyst
- Project planning and research design
- Quality assurance analysts
- Shopper intelligence analyst.

Economics

BBus Major

Economics has a huge impact on the way the world works. Find out how to make the best of what we have and how we can improve.

WHAT IS IT LIKE?

Like most of life's important questions, economics focuses on complex interrelationships. It's about how a change in one area will have repercussions elsewhere. An economics degree from Massey will provide you with ways of thinking about the world, how to make the best of what we have and how to improve on it.

Flexibility

Massey's Bachelor of Business (Economics) gives you lots of flexibility in the subjects that you study. You will gain a strong grounding in economic theory as well as a broad understanding of the core elements of business such as accountancy, finance, marketing and management.

Sought-after by employers

Massey's economics qualification has been acknowledged by industry for its quality and content. Our graduates are sought after by major public and private sector employers for their leadership, communication and critical thinking skills. Many are now placed in prestigious organisations within New Zealand and around the world.

CAREERS

The skills and knowledge of trained economists are in demand by public and private sector, large and small firms, large international agencies, schools and universities, economic policy makers and social organisations.

The following list are examples of some of the options open to you:

- Agricultural economist
- Business analyst
- Economic consultant
- Energy research officer
- Environmental economist
- Financial policy advisor
- Health economist
- International economist
- Institution development coordinator
- Microeconomics analyst
- Trainee dealer

Treasury, the Reserve Bank and the World Bank all recruit economics graduates. However, on graduating in economics you are not restricted to a career as an 'economist'. Your economics degree can be the gateway to employment in many other areas, like management, planning, politics, education, finance and banking, and journalism and the media. You can design your economics major to meet your interests and career objectives.

Finance

BBus Major

A finance major lets you structure a personal study programme incorporating a wide range of disciplines to help develop your numeracy, logic and analytical skills.

Affect where money goes

Finance is all about the systems, institutions and instruments involved in the transfer of funds between individuals, businesses and governments. This includes vital, short-run decisions such as cash management and credit policy, which affect the survival of an organisation, as well as long-term decisions such as investment in plant and equipment, fund-raising, and mergers and takeovers.

CAREERS

With your major in finance a wide range of employment opportunities will be open to you. You may find employment in corporations, retail and wholesale banking, insurance companies, finance companies, or brokerage houses.

Financial Policy

- Analyst, Public Company: provides economic costing support of operational and strategic decisions, micro-economic analysis of firms and market and prepares forecasts and simulations
- Analyst, Reserve Bank: develops policies relating to the prudential supervision of banks and monitors, analyses and reports on financial information relating to registered banks. Conducts research on matters relating to the banking system
- Analyst, Treasury: provides economic analysis for development of social policy and analysis of cash flow for Government decision-making (investments) as well as provision of budget forecasts for policy implementation.

Securities

- Securities Analyst: studies shares and other securities, economic activity, specific industries and provides advice to securities firms and their customers, fund managers, and insurance companies
- Investment Banking Analyst: originates and structures securities issues and provides advice on mergers, acquisitions and divestments, other business and economic issues
- Share Broker: acts as an agent for buyers and sellers of securities and provides advice to customers on financial matters

Managerial Finance

- Capital Budgeting Analyst: evaluates and recommends the selection of strategic assets
- Financial Analyst: prepares and analyses the firm's financial plans and budgets and assesses the firm's risk-return profile
- Cash Manager: maintains, controls and economises the daily cash balances of a firm
- Credit Manager: evaluates credit applications and is responsible for the collection of accounts receivable

Banking Retail

- Bank Manager: supervises customer services loans, mortgages, deposits and investment accounts and supervises branch activities
- Loans Officer: evaluates credit of personal and business loan applicants.

Financial Planning and Advice

BBus Major

The skills taught in the Financial Planning and Advice major will help those who wish to develop knowledge relevant to this important and growing sector.

The qualification can be configured to assist you if you are either wanting to become a financial planner, or those already in the industry that are looking to gain further certification.

WHAT IS IT LIKE?

You will develop your numeracy, logic and analytical skills. A financial planner or adviser works with people to help them make the best financial decisions for their situation – whether it is mortgages, term investments, shares or insurance options.

You'll learn about the components of the personal financial planning process. You'll study financial institutions and markets as well as instruments. You'll get a sound theoretical foundation, on which you can build practical applications.

At a more advanced level, you can choose from courses in advanced tax and estate planning, property finance, investment analysis, personal risk management and banking. You'll have access to our state-of-the-art Trading Room, where you'll gain real-world experience in fund management with Massey's dedicated student fund.

The Bachelor of Business will give you the leadership, communication and critical thinking skills that will make you a sought-after employee. These skills can be used in many different types of businesses, in New Zealand and around the world.

CAREERS

Employment opportunities in the financial advice area are predicted to rise faster than average in the next few years.

A qualification in financial planning and advice offers opportunities in a wide range of careers, from banks or companies that specialise in finance to a financial planning specialist in a small to medium-sized company. Many financial advisers are self-employed. Further professional certification may be required in New Zealand and other countries. Careers may include:

- Financial planner
- Financial adviser
- Wealth manager
- Insurance adviser
- Mortgage adviser.

Note: This qualification is not designed to map to the content required in the Code of Professional Conduct for Financial Advice Services as set out by the NZ Financial Markets Authority. A student requiring that standing as an Authorised Financial Adviser should consider taking the Certificate in Business Studies (Financial Services pathway) which does grant such status. It will be possible to cross credit some of the credits from the certificate back into the bachelor's degree as part of the elective schedule.

Management
BBus Major

Become a manager or entrepreneur that empowers others and makes a real difference to the future, nationally or internationally.

Management is about people in groups and organisations. Being a manager or entrepreneur means being able to think on your feet, analyse situations and make impactful decisions, often under pressure.

The Bachelor of Business (Management) will give you a grounding in the latest management principles, and the skills to think analytically. You'll learn how to evaluate and use the information you have at hand to assess complex situations and problem-solve.

Areas of study:

- Research outcomes and strategies for decision-making and problem-solving
- Organisational design
- Business strategy and governance
- Culture and politics in organisations
- Management information

Management major will give you the leadership, communication and critical thinking skills that will make you a sought-after employee. It will give you skills you can use in many different types of businesses, in New Zealand and around the world.

CAREERS

Management prepares you for a career growing businesses, implementing new ideas and developing your skills and those of others to effect positive change.

CULLUM PENI

BBus(Management)
Airport Operations Coordinator,
Wellington International Airport

My study taught me about relationship management. It's important to consider how you communicate decisions that will affect the company, its customers and stakeholder agencies. Skills I learnt at Massey that I apply in my job include networking, report writing, working with large datasets, financial management and general communication skills.

Property
BBus Major

Studying Property gives you the expertise and confidence to access exciting opportunities in the dynamic and growing property industry.

The Property major will give you an introduction to a wide range of professional skills relevant to the industry. The qualification is structured to allow for specialisation while preparing you for an interesting and rewarding career in a variety of property positions.

OPTIONS FOR STUDY FOCUS

Property Valuation
Property valuations are required as the basis for a wide variety of real estate decisions. You can meet the requirements for accreditation by the Valuers Registration Board by including specific courses as electives.

Property Development and Management
Property development involves planning the purchase, development, and sale of new or existing properties.

Property Finance and Investment
Evaluating a property financing decision requires assessing lending risks and understanding how interest rates are determined.

Property Market Principles and Economics
Property market principles and economics knowledge is required to discuss how uses of property resources are economically determined and developed within shared urban space.

REGISTRATION AS A VALUER

The Valuers Registration Board accepts Property major as a qualification (subject to inclusion of specific courses, plus experience).

FIELD TRIP PROGRAMME

Our field trip programme is also a great supplement to your studies. You'll visit a wide range of properties owned, occupied or operated by individuals or organisations. We will arrange business and professional contacts for you during your studies. This will expose you to operating procedures, research facilities and employment opportunities. Practical assignments are organised to provide you with the appropriate professional skills and will also give you that essential link between theory and practice.

CAREERS

There is a huge range of careers in the property business in which you can choose to specialise. Or become a generalist. Depending on ultimate choice of careers, Property Institute of New Zealand (PINZ), The Royal Institute of Chartered Surveyors (RICS) and the Real Estate Institute of New Zealand are the professional organisations that you are most likely to join as a graduate of this qualification. Each body is closely involved with the development of Massey's courses. Both institutes actively encourage students to get involved in the affairs of the local branch and, upon graduation, to become members of one or more of these organisations.

Human Resource Management and Employment Relations

BBus Major

Human Resource Management and Employment Relations will give you the theoretical, policy and business skills you need to understand, manage and collaborate effectively with people in the workplace.

You'll look at how employees are selected and recruited, and how work is designed and measured so that an organisation can create value from (and add value to) its employees. You'll also examine how different interests and power relations inform people-related strategy and practice.

WHAT IS IT LIKE?

Human resource management and employment relations involves various approaches to managing the relationship between people and their organisations. The role of human resources (HR) and employment relations (ER) professionals is to shape and support organisations and their employees at both strategic and operational levels. They ensure that people are managed fairly and effectively within businesses, and other organisations in the public and not-for-profit sectors.

You will work to place people in positions where their skills and abilities can best be used and developed to help the organisation meet its goals. At the same time, you will help create work environments which are engaging, participatory, rewarding and sustainable for employees. This is vital for any organisation wanting to understand and develop their people so that they both contribute to the organisation and satisfy their own personal and career needs.

In this major, you can take courses in human resource management (e.g. strategic HRM), employment relations (e.g. comparative employment relations), employment law, equality and diversity in the workplace, contemporary issues (e.g. decent work) and organisational behaviour.

CAREERS

As a new graduate you may take up a generalist human resources/employment relations position in a private company or in the public sector. There are specialist opportunities, too: in recruitment; remuneration; training and development; collective bargaining; change management; and dispute resolution.

Past graduates have become consultants, policy analysts for government, research officers, and entered management/employee relations trainee programmes.

There is increasing emphasis on human resource management and employment relations by top management in New Zealand organisations. More and more organisations now have a human resource/employment relations manager as a key member of the senior management team.

In a strategic sense, the people in the organisation are what gives that organisation a unique advantage. Consequently, there is growing demand for applicants who have the ability and skills to adapt to a fast-changing global economy. Human resource and employment relations specialists keep up with these issues and trends.

Marketing

BBus Major

Being a marketer means having an analytical and strategic approach to business decision-making underpinned by consumer insights. Marketing is crucial for the survival and growth of any organisation. For businesses, social enterprises, celebrities and cities alike, effective marketing helps deliver value to target audiences through the design of great products and services, and the creation of positive experiences.

WHAT IS IT LIKE?

When you study the Bachelor of Business (Marketing) you will put marketing principles and concepts into practice, develop critical thinking skills and make informed strategic choices in marketing consultancy projects. Along with acquiring a firm grounding in business decision making, you will learn to think critically about a variety of marketing scenarios. Internships also offer the opportunity to reflect on marketing practice and engage with local enterprises, adding practical experience to your CV and enhancing your employability prospects.

Our marketing major is taught by internationally-ranked staff. You will be joining the longest standing marketing school in the country.

Because Massey University's teachers are actively researching, you will be taught the most relevant perspectives, from the most influential academics, in the most experienced environment.

By giving you sound knowledge of marketing principles, how to apply them and how to evaluate them, Marketing will teach you how to take great ideas and turn them into great profits for your employers.

Your marketing major will cover all the essential components of marketing including consumer behaviour, marketing management, strategy, research and analysis.

CAREERS

This major prepares you for not just marketing jobs, but also for senior positions in most areas of business, academia, and the public sector. You could also take your skills and use them to start up your own business. Graduates have a great reputation and are keenly sought after by employers. Almost every sector needs people who have marketing skills.

- You could find work in a wide range of industries and have the opportunity to work in a fast-paced environment, across multiple brands and campaigns.
- Digital, market research, media and advertising agencies
- Brand and product marketing/ manufacturing companies
- Charities and not-for-profit organisations
- Retail industry
- Use your analytical skills combined with knowledge of consumer behaviour and psychology in various roles, including marketing/brand executive/assistant; social media marketing; campaign planning and strategy; market analyst or consultant; sales promotion; packaging development and new product planning; forecasting; market researcher, analysing data and preparing reports and presentations; sales and distribution.

Organisational Technology Management

BBus Major

The Bachelor of Business (Organisational Technology Management) will give you an in-depth understanding of the impact of technology, data and the skills needed to manage these to help businesses succeed.

New tools and technology are continuously changing the way in which businesses operate. With the huge amount of data collected, they need to know how to manage it.

The Organisational Technology Management major will make you a sought-after technology and data management expert. You will have the knowledge and skills for problem-solving, persuasion and presentation to help organisations understand new technology and gain the data insights they need.

Our qualification brings together human and organisational aspects of computer-based information systems. This is in contrast to computer science and information technology that stress the underlying technologies. If you enjoy working with people and would like to understand more about the business world, the Organisational Technology Management major is for you.

Our lecturers are actively researching both nationally and internationally, bringing the most relevant developments in business theory and practice to the classroom. They also have real-world experience in the business world, within-depth knowledge of big data and how technology is trending into the future.

The Organisational Technology Management major will give you the leadership, communication and critical thinking skills that will make you a sought-after employee.

CAREERS

There is a shortage of people skilled in organisational technology and its development, and salaries are amongst the highest of all graduates. You will work with programmers, systems analysts and vendors to create and operate information systems for businesses, government agencies and non-profit organisations. Roles include: Information systems specialist, Application consultant, Business analyst, Technology procurement specialist, Business intelligence analyst, Information management specialist, Agile project manager, Knowledge manager, IT project manager, IT consultant, Social media specialist, Technical sales representative, Quality assurance analysts, or Data analyst.

International Business

BBus Major

Gain the knowledge, skills, and abilities critical to business success in times of global challenges.

The Bachelor of Business (International Business) gives you the skills to manage the world of international business. You will learn the many challenges that come from doing business with different countries. You'll understand how to negotiate and communicate across cultural and linguistic barriers.

WHAT IS IT LIKE?

The global economy has a major impact on our daily lives. The products we use, the financial transactions we undertake and our jobs are all subject to international business decisions. Understanding these impacts allows us to work more effectively in society and in business.

Massey's international business qualification has a comprehensive range of courses. You'll learn about cross-cultural management, international business strategy, the political economy of international business, regional economic integration and contemporary issues relevant to international business.

The qualification centres around the Asia-Pacific business environment and its impact on Australasian business organisations.

You'll also look at the bigger picture, focusing on the global environment on areas of international business, no matter where you are.

The Bachelor of Business will give you the leadership, communication and critical thinking skills that will make you a sought-after employee. It will give you skills you can use in many different types of businesses, in New Zealand and around the world.

CAREERS

Almost every large organisation has international operations in some form. Even small businesses are engaging in international business: exporting, licensing and negotiating alliances with overseas partners.

A graduate will have valuable skills to contribute to all organisations involved in international business operations.

MATHEW HARDIE

BBus (Management)
Junior Manager, Carousel Confectionery

The 200-level international business course was most useful as it gave me an insight into expanding the family business. It allowed me to gain a greater understanding of exporting goods.

Massey has very informative lecturers who have had experience in their field of choice before turning to teaching. This background allows for great examples to be used during lectures, bringing real-world context to the course.

ACCREDITED BY THE FOLLOWING NEW ZEALAND AND INTERNATIONAL ACCOUNTANCY BODIES

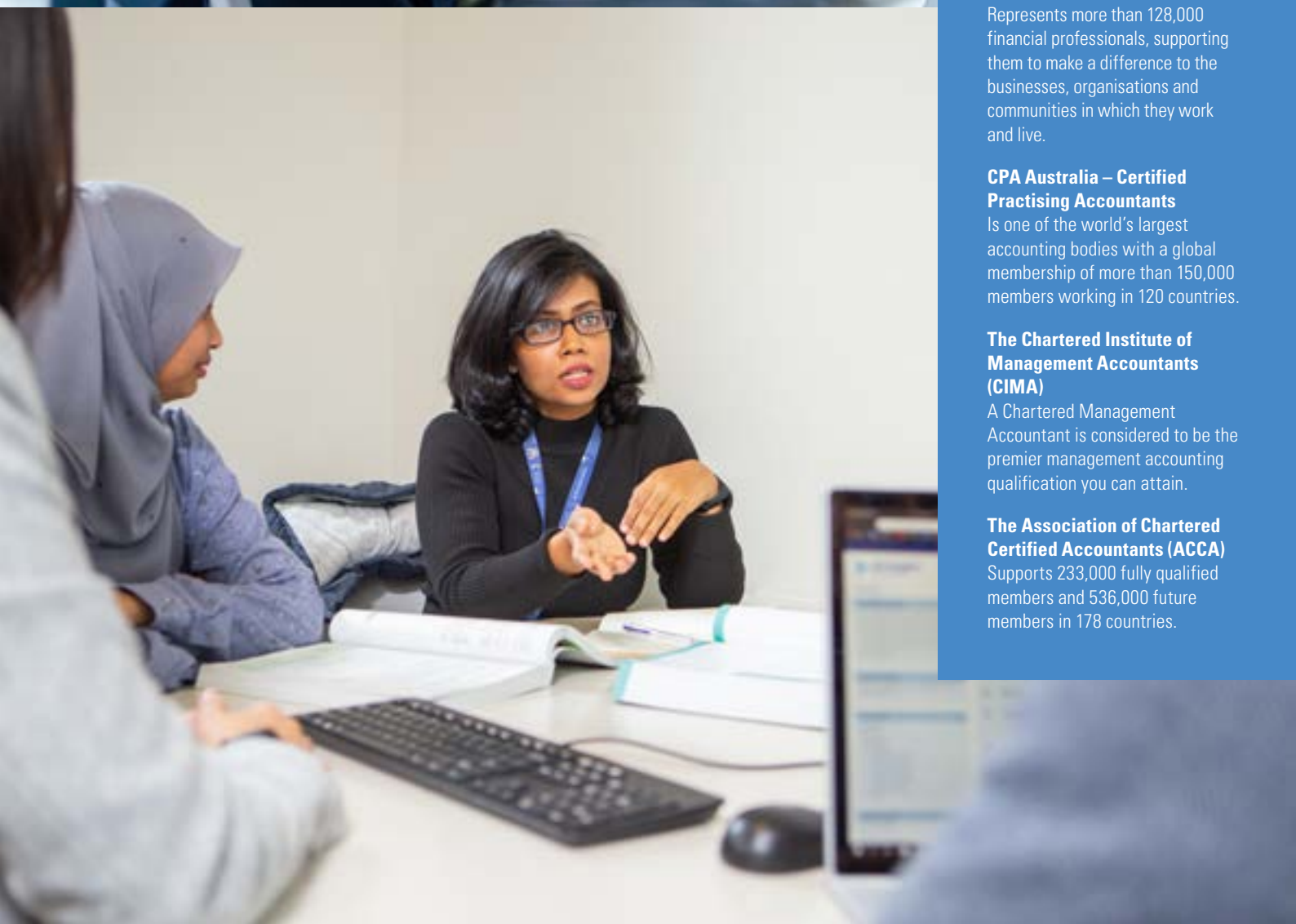
The Bachelor of Accountancy will allow you to join these professional bodies to further develop your technical knowledge and professional skills through applied postgraduate learning and mentored practical experience.

Chartered Accountants Australia and New Zealand (CAANZ)
Represents more than 128,000 financial professionals, supporting them to make a difference to the businesses, organisations and communities in which they work and live.

CPA Australia – Certified Practising Accountants
Is one of the world's largest accounting bodies with a global membership of more than 150,000 members working in 120 countries.

The Chartered Institute of Management Accountants (CIMA)
A Chartered Management Accountant is considered to be the premier management accounting qualification you can attain.

The Association of Chartered Certified Accountants (ACCA)
Supports 233,000 fully qualified members and 536,000 future members in 178 countries.



Bachelor's degree
NZQF level 7 | Undergraduate study
3 years full-time (360 credits) | Part-time available

Bachelor of Accountancy
BAcc

Massey University offers the only Bachelor of Accountancy in New Zealand. It will give you the skills you need to be a sought-after employee, both in New Zealand and internationally.

It is a specialised degree that leads you to an accountancy career and membership of one of the professional accounting organisations.

WHAT IS IT LIKE?

The Bachelor of Accountancy qualification will give you the knowledge and technical skills needed to analyse accounting and business problems. You will gain a solid foundation in accounting and finance rounded out with the all-important interpersonal and technical skills, knowledge and critical thinking essential for success in today's business environment.

You'll understand how best to communicate and use financial information to support business decisions.

The BAcc degree will also give you an understanding of the legal and regulatory environment that commercial organisations and accounting professionals must work within. You'll learn to identify and evaluate ethical dilemmas and provide logical ways to resolve them.

When you graduate, you'll be able to demonstrate self-directed and independent learning. You'll communicate effectively through speech, writing, and multiple forms of media, and you'll be able to measure, analyse and communicate information about economic transactions and events in the global economy.

Finally, you'll learn the concepts and processes needed to protect, validate and attest to the integrity and reliability of accounting information.

If you'd like to take accountancy as part of a broader business qualification, consider the Bachelor of Business (Accountancy).

ENTRY REQUIREMENTS

There are no special entry requirements for this qualification beyond those that qualify you for study at the University.

If you are not confident with your level of competence in English you are advised to undertake additional study prior to enrolling or attend a Massey University summer programme in English.

CAREERS INCLUDE

There are more employment and career opportunities in accounting than there are in many other areas of study because the management of financial information underpins all business activity.

With a Massey Bachelor of Accountancy to your name, you'll be equipped for a diverse range of accountancy and financial roles in almost any industry, including:

- Chartered accounting firms: audit, tax, business services, or consulting
- Business: financial accounting, management accounting, or financial management
- Finance, banking and public sectors.

Our recent graduates have been employed by

- KPMG
- Deloitte
- PricewaterhouseCoopers
- Ernst and Young

The above are known as the 'Big Four' international accounting and consulting firms.

Our graduates have also found jobs with companies such as Fonterra, Toyota, New Zealand Post (Business and Industry) and BNZ Bank (Finance), as well as Mid-Central Health and Audit New Zealand (public sector).

WE MET WITH DARREN, A PASSIONATE FOOTBALLER AND SECOND YEAR BACHELOR OF BUSINESS STUDENT ON OUR MANAWATŪ CAMPUS, TO HEAR ABOUT HIS EXPERIENCES AT MASSEY.

"Massey's Academy of Sport programme was a major draw for me, which I learnt about during an Open Day. I play football almost daily at a high level and struggled to balance it with my schooling during intermediate and high school. The support offered through the programme has been crucial in helping me manage both my sporting and academic commitments.

Bringing the two together has been quite seamless so far, but it can be a juggling act. I commute to Wellington twice a week for football training, which often means returning to Palmerston North late. Adding early morning lectures and futsal training for an upcoming University & Tertiary Sport New Zealand event definitely makes for a busy schedule! Fortunately, the resources from the Academy of Sport have been really helpful in keeping me on track with everything."

Other qualifications

These qualifications are designed for students who want a formal university qualification but do not want to undertake a full degree qualification.

They are ideal if you wish to pursue an interest in a particular subject area or study a range of courses for personal interest.

USE AS A STEPPING STONE

You could use a certificate or a diploma as a stepping stone to study toward a degree.

1. After graduating with a one-semester certificate

THEN

2. You can extend your knowledge with a one-year diploma

THEN

3. You may apply to credit your courses toward an undergraduate degree

Note: provided the courses comply with regulations for that degree and you must meet the normal university entrance requirements to enrol.

Certificate in Business Studies

CertBusStuds

Duration 6 months full-time (60 credits)
Part time available

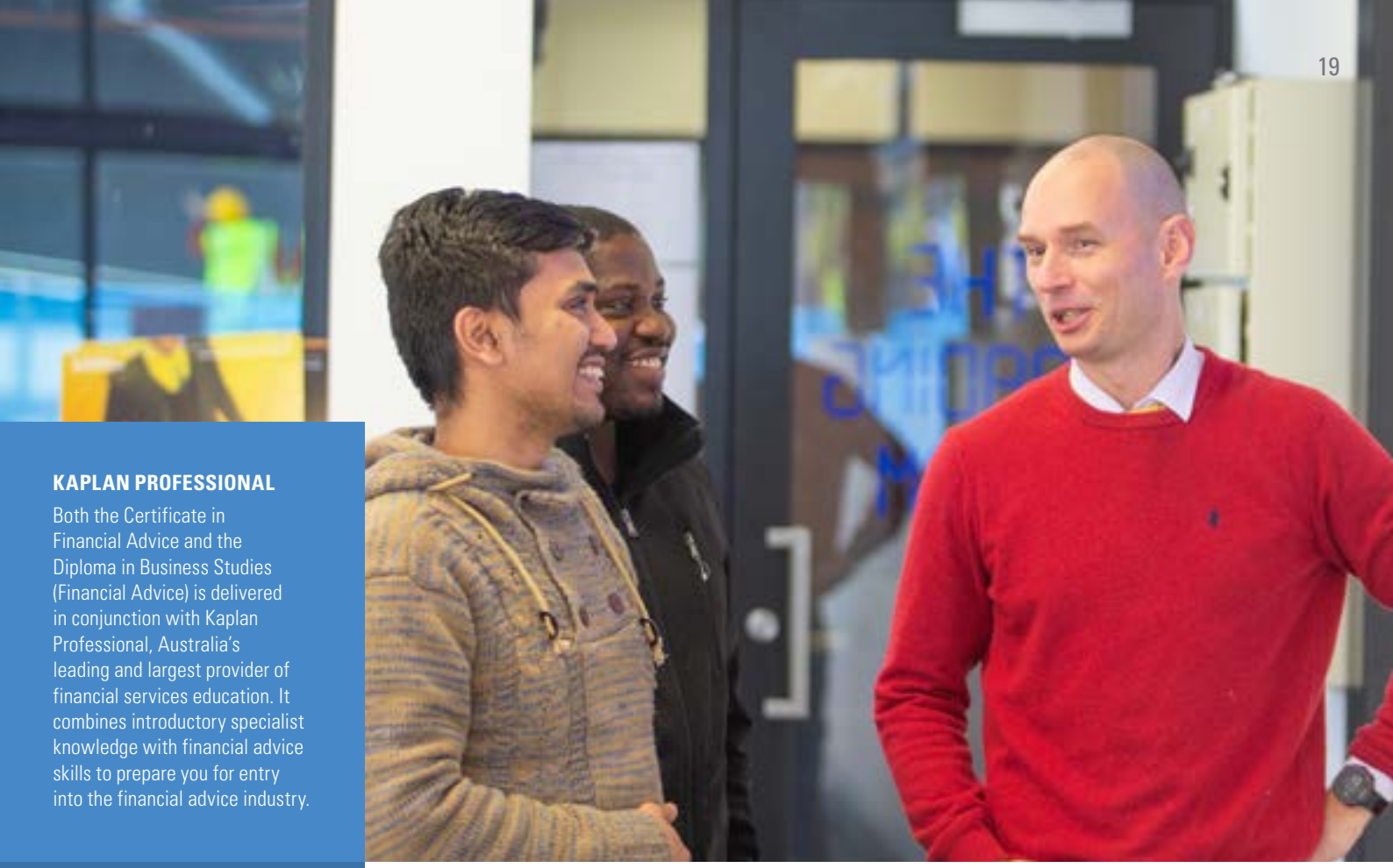
Location All campuses, distance and online

Diploma in Business Studies

DipBusStuds

Duration 1 year full-time (120 credits)
Part time available

Location Distance and online



KAPLAN PROFESSIONAL

Both the Certificate in Financial Advice and the Diploma in Business Studies (Financial Advice) is delivered in conjunction with Kaplan Professional, Australia's leading and largest provider of financial services education. It combines introductory specialist knowledge with financial advice skills to prepare you for entry into the financial advice industry.

CERTIFICATE IN FINANCIAL ADVICE

DIPLOMA OF BUSINESS STUDIES (FINANCIAL ADVICE)

Certificate in Financial Advice

CertFinAdvice

Duration 12 weeks of full-time study
Part-time available

Location Distance and online

The qualification is mapped to the New Zealand Certificate in Financial Services (Level 5), Version 2 and meets the standard required by the Code of Professional Conduct for Financial Advice Services in New Zealand.

In addition to the core subject, Introduction to Financial Advice, you can choose to focus on a particular knowledge area by tailoring your study to specialise in a specific area of interest, or to align with your career aspirations.

You can choose from four areas of focus:

- Investment
- Life, disability and health insurance
- General insurance
- Residential property lending.

Note: You must complete a total of 60 credits in order to successfully meet the completion requirements of this qualification.

Diploma of Business Studies

DipBusStuds (Financial Advice)

Duration 1 year full-time (120 credits)
Part-time available

Location Distance and online

In addition to the core subject, Introduction to Financial Advice, you will have completed a course in a specific area of interest or in an area aligned with your career aspirations.

The diploma will extend your knowledge into other aspects of the Financial Advice sector:

- Investment
- Life, disability and health insurance
- General insurance
- Residential property lending

Note: You will credit your two Certificate in Financial Advice courses to the diploma and then complete a further 60 credits in order to successfully meet the requirements of this qualification.

Massey University College

Massey University College (MUC) is your official pathway to a wide range of degrees at Massey University, one of New Zealand's top ranked universities.

Massey University College is situated on the Auckland Campus, located on the beautiful North Shore area of the city. The campus is modern, spacious, and has a lot of greenery. It is located 15km away, across the harbour from central Auckland, and occupies three sites:

- East Precinct (off the Albany Expressway)
- Ōtehā Rohe (off the Albany Highway)
- Albany Village.

You can use the free shuttle bus service to travel freely among the three campus sites.

WHY STUDY WITH US?

Access to Massey University
Enjoy full access to world-class services and facilities at Massey University from day one, including on-campus accommodation options.

Seamless transition to university
Our courses are designed to improve your English language and academic skills for a seamless transition to your dream degree, so that you can succeed at university, and beyond.

Dedicated support
Experience the difference of small class sizes and one- on-one student support.

High-quality qualifications
Qualifications are designed in partnership with Massey University and delivered by our highly qualified teachers at MUC.

Flexible start dates
Three intakes per year so you can start with us when it suits you.

PROGRAMMES AND QUALIFICATIONS

We offer high-quality academic and English language pathways to enable you to transition straight into your degree at Massey University.

- Foundation pathways
- Diploma pathways
- Graduate Diploma pathways
- English language pathways:
  - General English
  - English for Academic Purposes

PATHWAYS AND INTERNATIONAL DEGREE TRANSFERS

MASSEY UNIVERSITY COLLEGE

Contact us

General inquiries

If you'd rather speak to a real person, feel free to give our friendly contact centre staff a call on 0800 627 739.

If you'd like to actually see a real person, drop in to our campuses in Auckland, Palmerston North, or Wellington.

contact@massey.ac.nz
massey.ac.nz

Student Advisers

We understand it's a big decision. We have heaps of people available to answer any questions you may have about studying with us.

Dedicated international, Māori and Pacific student advisers are also available.

Events

We host a variety of exciting events. Please visit massey.ac.nz/events for details. We also have stands at various career and tertiary education expos held all over New Zealand (and beyond). Feel free to contact us if you want to find out when and where.

International students

The International Recruitment team is the first point of contact for prospective students.

If you are considering studying at Massey we welcome your enquiry, and look forward to helping you join us.

Phone +64 6 350 5701
Email international@massey.ac.nz
Web massey.ac.nz/international

Social media

MasseyUniversity
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