

MASSEY EXECUTIVE MBA





CONNECTIONS TO QUALITY



AT MASSEY WE'RE PROUD TO HAVE NEW ZEALAND'S LONGEST-RUNNING MBA DEGREE COURSE, AND THE COUNTRY'S ONLY TRULY NATIONAL PROGRAMME.

Building diverse business connections is the lasting value of a Massey University Master of Business Administration. Our broad student base – from farmers to financiers, and defence personnel to entrepreneurs – means our graduates develop strong networks across many regions and sectors.

Massey is proud to have New Zealand's longest-running MBA degree course and to offer the only truly national programme. We deliver classes nationwide, allowing us to stay engaged with all the diverse elements of New Zealand's economy. It also makes it possible for those outside the main centres to complete a classroom-based MBA – and there is no substitute for students working together and sharing ideas.

As part of the College of Business, the MBA programme has access to advice from some of the nation's top business people through the college's advisory board. This ensures the course keeps pace with the needs of the business community.

Massey also has the most MBA graduates of any New Zealand university, with about 2500 alumni working in key positions in New Zealand and all over the world. Many actively engage with our alumni LinkedIn site, which provides a strong and effective business network for graduates to tap into throughout their careers.

Closer relationships are always forged during the programme's famous two-week international study tour. On it, students get a unique opportunity to see the inner workings of some of the world's most successful organisations. We encourage them to learn from international best practice and bring new ideas back home.

At Massey we are also very focused on entrepreneurship. Students can choose to start up their own company as part of the MBA course, so they complete their study with a degree and a viable business.

Closer ties are being forged with the ecentre business incubator on Massey's Albany campus, and the programme is currently exploring ways of teaching more from inside businesses. The aim is to integrate practitioner experience with academic research.

This focus on innovative teaching and practical, experience-based learning positions our graduates to move seamlessly into key management roles or to set up enterprises of their own. Through the success of our alumni, I am confident that Massey will achieve its goal of contributing to New Zealand's future growth and prosperity.

MASSEY EXECUTIVE MBA

THE MASSEY EXECUTIVE MBA IS A QUALIFICATION DESIGNED FOR THOSE WHO WANT TO ACHIEVE MORE.

There are many different reasons for considering the programme, from reaching a glass ceiling without the skills to push past it, to mastering a current role and feeling frustrated or uncertain of the next move. Some MBA students want to learn the necessary skills for leadership and others how to start a new business or improve the success of an existing one. Regardless of the motivation, the common thread in MBA applicants is a fundamental desire for change.

There is an emphasis on growth and development throughout the MBA programme; leadership skills are identified and nurtured, students develop awareness of their own behaviour and how that may impact on others. Identifying strengths and weaknesses provides the opportunity to develop new skills and behaviours. Students come from a variety of industry areas and bring different perspectives and skill sets that enrich discussions and class participation.

In the first year, the programme begins with papers that are at the heart of business and integrate all functional business areas to ensure that the building blocks of good

business decision making are covered. The curriculum is structured so that each student gains the tools, skills and knowledge to set up the necessary framework for highly effective problem solving. MBA graduates are empowered to become confident decision makers and to actively initiate positive change for the benefit of any organisation.

In the second year, all four regional classes are integrated into one large national class and the programme is taught at different locations throughout the country, increasing the opportunity to build a national network of business contacts. Learning how to communicate and cooperate effectively with different groups of people is a vital skill for senior business leaders.

WHO IS AN EXECUTIVE MBA FOR?

The Executive MBA programme has been specifically structured to accommodate those who work full time.

Many students have families and other commitments, so being able to attend classes on the weekends while continuing to work during the week makes the course a feasible option. MBA students are required to have significant experience in the workforce including a period at managerial level; this ensures that theory can be applied directly to business situations.

WHAT CAN A MASSEY EXECUTIVE MBA DO FOR YOU?

Completing a Massey Executive MBA is a transformational experience. The qualification gives students a body of knowledge which changes the way they think about and visualise the business world around them. MBA graduates are equipped with the skills and tools required to elevate them to the next level of their career. The generalist nature of the programme gives graduates the confidence to interact with a range of staff across their organisation. They develop the soft skills required for effective negotiation and communication allowing them to function effectively across multiple business units.

Executive MBA graduates gain a new level of confidence, enabling them to make bold moves such as launching their own companies, accelerating their existing career or starting a completely new one. For entrepreneurs, the experience of the international study tour provides the opportunity to engage with global organisations, learn about international business practices and develop international connections. These connections can provide a valuable starting point for future projects, such as taking a product or company to international markets.

A Massey Executive MBA not only provides graduates with an internationally recognised qualification but also with access to a network of highly influential business people. The value of a network of local and international connections cannot be underestimated; it provides an ongoing source of opportunity, inspiration and support.

ACCREDITATION

Massey has been teaching an MBA programme continuously for 40 years, making it the longest-running MBA qualification in New Zealand. The programme is internationally accredited by the Association to Advance Collegiate Schools of Business (AACSB) and the Association of MBAs (AMBA). The standards for attaining accreditation are rigorous and exacting, to ensure the highest quality of teaching is provided throughout the programme.



PHILOSOPHY & VALUES

THE VISION OF THE MASSEY MBA EXECUTIVE PROGRAMME IS TO PROVIDE TALENTED INDIVIDUALS WITH THE RIGHT COMBINATION OF KNOWLEDGE AND SKILLS, TO CONFIDENTLY AND SKILLFULLY PURSUE THEIR CHOSEN DIRECTION. THEY MAY DECIDE TO LEAD ORGANISATIONS, COMPETE INTERNATIONALLY, MAKE MAJOR CONTRIBUTIONS TO THEIR COMMUNITIES, EXCEL IN THEIR INDUSTRY OR MAKE MAJOR CHANGES IN THEIR PROFESSIONAL LIVES.

NZ AWARE

As a New Zealand-based education programme, the teaching focus is on local business issues and case studies. New Zealand-based materials are used wherever possible and small to medium-sized companies, which make up the majority of the local business landscape, are analysed as frequently as corporates. The programme ensures that students understand the differences between New Zealand business practices and culture in other economies such as Europe and North America.

RELEVANT

A fundamental component of our philosophy is that theory or experience alone are not enough. The real power comes from combining relevant theory with real-life business situations. Executive MBA students will combine their life experience with cutting-edge theories to tackle current business issues. Taking the teaching out of the classroom and into the company creates tangible, memorable learning experiences for our students. Massey is careful to employ excellent teachers with industry experience who can provide practical examples of how the theory applies to actual business situations.

CONNECTED

During the programme there is a major emphasis on networking and relationship-building between fellow students. The course is carefully structured with small class numbers, comprised of MBA students only, to facilitate relationship development. These relationships allow students to help and support each other throughout the programme.

MBA graduates go on to achieve different goals, however, one thing they all share is a valuable network of connections with other successful business people. Working closely together for 25 months creates solid bonds between students and the relationships continue long after graduation. MBA graduates are granted exclusive access into the largest MBA alumni group in New Zealand.



WHY CHOOSE MASSEY?

FLEXIBILITY OF TEACHING

The MBA programme is part time, with teaching on the weekends in regional classes over a period of 25 months. MBA students continue to work during the course, as the content is strongly practical. This allows the theory learned to be applied to their everyday working lives. There are electives available to ensure that the subjects chosen are aligned with personalised career goals and students are nurtured by academic and industry mentors. MBA teaching staff strive to develop individual strategic competencies and assist students to carve out personalised goals and career paths. Massey University has been teaching an MBA programme for 40 years and the faculty and staff are committed to MBA students undertaking the programme. A high number of contact hours means that close connections develop and students are encouraged and supported through each stage.

APPLIED RESEARCH

One of the most exciting components of the Executive MBA programme is the completion of a research project. This allows the students to draw on all the ideas, concepts and theory they have learned throughout the programme and put them into practice.

A research project gives MBA students with a keen interest in a certain area the opportunity to contribute to a body of knowledge in that particular field. For many students this is an opportunity to research a topic relevant to their respective industry or contribute to their current organisation.

STUDY TOUR

A highlight of the course is the compulsory International Study Tour. This gives MBA students the opportunity to experience international business and learn different ideas and concepts within the global arena.

The two-week tour is intensive and participants are given an insight into alternative ways of working which they could apply to New Zealand. Students have the opportunity to meet international business people and make valuable additions to their business networks. They learn how cultural differences have a major impact on business practice in different parts of the world. The opportunity to meet business people from different countries, such as Europe and America, allows MBA students to experience these differences first-hand.

COURSE STRUCTURE AND PRESCRIPTIONS

THE MASSEY EXECUTIVE MBA PROGRAMME IS DIVIDED INTO PART A AND PART B.

PART A

Consists of the following eight compulsory papers: (All papers are 15 credits unless stated).

115.721 BUSINESS LAW AND ETHICS

A study of the external legal and ethical environments of business and the relevant issues that challenge business managers.

115.723 ACCOUNTING I

A paper designed to explain the accounting function from a management perspective. The paper will cover:

- Key relationships between wealth, the measurement of wealth and change in wealth, which are a function of organisational purpose, products and strategies
- Data capture, processing and reporting which enable monitoring of progress toward and enhance prospects of achieving objectives
- Benchmarking for improving organisational performance improvement and the use and misuse of comparison as a means of assessment
- Compliance and organisational constraints on reporting to external stakeholders
- Other contemporary issues in accounting and management

115.724 BUSINESS FINANCE

A paper covering the corporate finance function in business, dealing with the sourcing of funds to establish and expand the application of those funds in pursuing the goals of the organisation. Particular attention is given to valuing financial assets, to investment and capital budgeting decisions, to the capital structure, and to working capital management.

115.725 LEADERSHIP AND PEOPLE

A research-based overview of the relationship between managers and staff. The focus will be on processes designed to improve student's ability to lead, communicate, motivate and manage people at work. The module will include material drawn from the fields of Organisational Behaviour and Human Resource Management.

115.726 MARKETING

A study of the marketing function in business, including a range of marketing tools and techniques and their application to marketing situations.

115.728 CONTEMPORARY STRATEGY

The paper examines the process of strategic policy and decision-making in organisations and includes a study of legal, political, behavioural and environmental factors that influence the process. The systems and techniques of strategic planning and decision-making are examined in the context of the business organisation.

115.732 OPERATIONS AND LOGISTICS

An examination and evaluation of Operations and Logistical Management, including optimisation of resources to produce goods and services and the design and administration of systems to control the flow of materials, work-in-process, and finished inventories to support business strategy

115.745 ECONOMICS – APPLIED AND INTERNATIONAL

A comprehensive study of economics from micro, macro and international perspectives. Application of economics principles in managerial decision-making is emphasised. Operation of market economies, e-commerce and knowledge economy, government and

monetary policy, international trade and finance all form an integral part of the study. This is complemented by country analysis and selective study of cases.

PART B

Consists of four compulsory papers, two electives and the applied research project worth 30 credits.

Compulsory Papers

115.727 ENTREPRENEURSHIP AND INNOVATION

A study of the theory and practice of entrepreneurship in new ventures, small enterprises and large organisations with emphasis on the entrepreneur's contribution to development events. The paper will include an examination of small and medium size enterprises, managerial competence, innovation and technological learning.

115.731 CHANGE MANAGEMENT

An advanced study of models, management processes and research on implementing, monitoring and evaluating organisational changes.

115.734 STRATEGIC MANAGEMENT – PLANNING AND APPLICATION

The paper focuses on the application and use of strategic management concepts and models within the context of the strategic planning process. Emphasis is given to the acquisition and use of planning tools, techniques and methodologies. This paper also includes the international study tour.

115.735 APPLIED BUSINESS RESEARCH

The paper provides students with an understanding of the role, place, techniques and tools of research in the management and decision making processes of a business organisation.

Plus two electives (30 credits) from the following:

Electives

115.729 ACCOUNTING AND MANAGEMENT

An advanced study of the accounting function with particular reference to the contribution of the function to strategic policy and planning and as an integrative function in the business.

115.750 INVESTMENT AND RISK

The paper builds on a theoretical foundation from which students can consider practical financing and investment problems. Consideration of the practical aspects of corporate financial risk management, capital markets and long-term financial strategy are undertaken with the objective of making corporate decisions more effectively.

115.736 BUSINESS DEVELOPMENT

An applied study of the approaches to business development including identifying and assessing new opportunities, establishing new ventures and development for existing enterprises including new technology uptake, developing and commercialising new products/services and acquisitions. The major outcome is completion of a business plan, business case or business development project.

115.738 CORPORATE GOVERNANCE BEST PRACTICE

The course introduces students to the duties, responsibilities, practices and dynamics of Governance roles across the spectrum of private and public organisations.

115.739 SPECIAL TOPIC I

115.740 SPECIAL TOPIC II

Compulsory Research Project

115.737 APPLIED RESEARCH PROJECT (30 CREDITS)

Students are required to undertake an independent project on an agreed subject approved by the MBA Board of Studies/Director.

REVVING UP HIS CAREER AT TOYOTA

Mark Young is Corporate Manager in charge of planning, pricing, information services and environment at Toyota NZ. Based in the head office in Palmerston North, Mark manages a very wide ranging portfolio primarily focused on developing and delivering competitive advantage for Toyota, which is the second largest car manufacturer in the world.

After over a decade with Toyota and having worked his way up through the ranks of the company, Mark felt it was time for an external perspective so he decided to apply for a Massey Executive MBA.

"I got to the point in myself where I felt like I needed to do something," says Mark. Throughout his working life, he had been learning the "Toyota way" of doing things and wanted to see how that compared with best practice.

Although Toyota was extremely generous with time off for exams and study leave, Mark still juggled a full weeks' work around assignments and study. He coped by developing a support network, comprised of his immediate supervisor at work, Massey staff and his family.

"I got through this by involving other people to support me."

Putting so much energy into the programme meant that something else had to give, for Mark that meant socialising and sometimes even sleep.

"Basically I didn't do much else for the two years but it was so completely worth it. The MBA teaches you how to manage your time and that every minute counts, I have a very different approach to allocating my time now."

"There is never a good time to do your MBA, if you are waiting for the right time it will never happen. There are always barriers, if you want to do it, just go ahead and do it."

As part of the tour, Mark travelled to a 'Creative Factory' in Rotterdam, an automotive University in Stuttgart and 'Food Valley' in The Netherlands, which

is a profitable business built around a University.

"It was an incredible experience all round, just to see what is happening overseas and to think how we could apply some of those concepts to New Zealand."

Although he doesn't consider himself naturally bright, Mark was determined to get the most out of the course and worked as hard as could on every paper and assignment. The final result of a distinction with a staggering ten A+ grades, is evidence of all his hard work.

"I learned how to collaborate successfully with other people. Initially I was frustrated by the group work but by the end I chose it over working alone. Over the period of the 25 months I identified things in my own behaviour that needed to change, things that help me to get the best out of other people. In that respect it has been invaluable."

"WHEN THE MBA FINISHES THE JOURNEY HAS JUST BEGUN."

"Confidence levels just increased exponentially as time went on, people who struggled to say their name at the start were giving ten minute speeches off the cuff by the end. It was really amazing to see that."

Mark believes that the programme has changed the way he thinks and how he reacts.

"When you come out of an MBA you can think on your feet."

The business models and theories Mark learned about on the course inspired him to make changes within Toyota.

"I had the confidence to apply these models to the way Toyota approached projects. The results were dramatic and we do things quite differently now. It was great to see some tangible benefits to the company as a direct result of doing my MBA."

MARK YOUNG CORPORATE MANAGER

TOYOTA
PALMERSTON NORTH

BENEFITS

- > BUSINESS KNOWLEDGE
- > INCREASED CONFIDENCE
- > NATIONAL AND INTERNATIONAL BUSINESS CONNECTIONS
- > FRESH PERSPECTIVE
- > NEW IDEAS
- > INCREASED MOTIVATION



ADRI ISBISTER
CHIEF EXECUTIVE OFFICER

RADIUS MEDICAL GROUP
NAPIER

BENEFITS

- > INCREASED CONFIDENCE
- > BUSINESS KNOWLEDGE
- > CONTACTS
- > INSPIRATION
- > MOTIVATION

MANAGING HEALTHCARE FOR NEW ZEALANDERS

Adri Isbister is CEO of Radius Medical Group. The group is made up of two companies, Radius Medical Solutions, a company providing management, administrative and clinical support to medical practices and Radius Medical Ltd, a company that invests in medical practices.

Adri's story is an example of how, through hard work, sheer grit and determination, people really can achieve anything. The extent of her success and achievements is particularly impressive considering how far she has come. Being married and having a baby at the age of 16 and another at 18 meant that the odds were stacked against her; however, Adri Isbister was determined to make a success of her life.

After completing extramural studies to qualify as a social worker, Adri and her husband founded and built up a charitable trust to help people dealing with drug and alcohol problems. When it was time to move on, Adri left behind a successful organisation which still exists and continues to help people to this day.

With her success her confidence grew and Adri accepted a role as Chief Executive Officer at Life Unlimited, a Hamilton-based charitable trust working to help people living with disabilities.

Although she understood business principles well and had plenty of hands-

on experience Adri wanted to extend her knowledge of business theory and develop a global perspective.

"I knew I could build relationships, negotiate and I intuitively knew how to run a business and advance the bottom line. I wanted to advance my career but I needed to make sure I had a good handle on business theory and that's why I wanted to do my MBA."

"I WANTED TO ADVANCE MY CAREER BUT I NEEDED TO MAKE SURE I HAD A GOOD HANDLE ON BUSINESS THEORY."

Adri enjoyed the experience of doing her MBA and the contact with her classmates, "I was in a great class, we all made some really good contacts, it was exciting to see the potential in the other people."

Travelling up to Auckland for classes every few weekends meant some early mornings and time away from her family, but Adri knew it was going to be worth it.

The work was hard and the hours long but from the beginning Adri focused on the outcome and completed her MBA in her own time without affecting her work.

"The MBA really suited my personality, as I have always known that success is not the

result of something spontaneous, you must take action and set yourself on fire. You seldom get something for nothing."

Of course it wasn't all work; the social aspect of the course encourages strong relationships to develop between students and between students and teachers as well.

Completing her MBA has inspired Adri to design and introduce systems within her workplace – systems underpinned by sound business theory and not simply gut feeling or intuition. The MBA programme has markedly increased her confidence, especially in areas that she didn't have much exposure to, such as the share market, but also for everyday tasks such as writing reports.

"I interpret financial information much faster and more efficiently now, which is great because I really need to be able to do it."

The MBA gave Adri the confidence to enter her previous organisation, Life Unlimited, into the Westpac Waikato Business Excellence Awards with some outstanding results. The trust won Westpac Waikato Business of the Year and Adri won the Vodafone Chief Executive of the Year.

"Having my MBA gave me the confidence to enter these awards. It's helped me with everything from presentation to confidence and really just given me the confidence to back myself."

REVOLUTIONISING BUS TRAVEL IN NEW ZEALAND

Hamish Nuttall is Chief Executive Officer and founder of NakedBus. With 16 staff in his rapidly-growing organisation, Hamish has created an entirely new market and dramatically reduced the cost of bus travel around New Zealand.

Originally from the UK, Hamish began a career in transport as part of a management training scheme with Britain's National bus company. He moved to New Zealand in the early 1990s and set up his own business. Unfortunately this initial business proved unsuccessful and he knew it was time to take stock of things and gather a new skill set.

"When my business failed I had to pick up the pieces and start all over again."

Hamish needed a new beginning but wasn't quite sure what he wanted to do.

"Public transport is my passion so I knew I definitely wanted to do something in that area but I just wasn't quite sure what."

Previously, a career consultant suggested that Hamish would benefit from doing an MBA. It seemed like the ideal time so he contacted Massey and discovered that there was a course beginning the following week with one vacancy available.

"Being around like-minded people was really good, everyone had different reasons for doing the course but we were all looking for a new challenge."

In 2006 Hamish launched NakedBus from the living room of his home; it was a radically new approach to long distance bus travel. With three buses to begin with, the company now has 35 and nearly 100 drivers all over the country. From the beginning, the company has grown steadily at a rate of 40-60 per cent per year and has relocated offices approximately every 18 months to accommodate the growing team.

The MBA programme provided Hamish with a raft of business skills from management theory to human resources that help him run his new business day-to-day.

"There are certain things I learned that I use on a regular basis, such as the theory of constraints, that's one of my favourite ideas."

Hamish believes that anyone can start a business and that you don't need an MBA to have a good idea. Young businesses that grow really fast can run into teething troubles which have the potential to be disastrous. The business knowledge from the MBA programme taught Hamish how to navigate these "growing pains" and put management controls in place to reduce problems.

"YOU MUST HAVE AN INTEREST IN NEW IDEAS OR WAYS OF DOING THINGS. IT'S SO IMPORTANT TO BE OPEN TO CHANGE."

"It's so important to understand how to transition your business through the different stages of growth."

For Hamish, one of the most important benefits of the MBA was a massive boost to his confidence at a time in his life when it he really needed it.

"It definitely marked a turning point for me. I came out of the process a different person, more confident and resilient generally. It was exactly what I needed after the shock of losing my previous business. It was the right thing at the right time for me."

Hamish would advise anyone considering the MBA programme to think hard about why they want to do it. He believes that if people just want to earn more money then it's possibly not the right choice.

"You must have an interest in new ideas or ways of doing things. It's so important to be open to change."

Although Hamish modestly attributes his success to being in the right place at the right time, using the knowledge from his MBA, he identified a new concept for local travel and built a rapidly expanding, highly successful organisation from the ground up. The business model has been so successful that the plans to extend this company are already well under way.

HAMISH NUTTALL
CHIEF EXECUTIVE OFFICER
NAKEDBUS
AUCKLAND

BENEFITS

- > CONFIDENCE BOOST
- > NEW IDEAS
- > BUSINESS KNOWLEDGE
- > STRATEGIES FOR BUSINESS GROWTH





NATALIE MILNE GLOBAL MARKETING MANAGER

ZESPRI
BAY OF PLENTY

BENEFITS

- > INCREASED CONFIDENCE
- > BUSINESS KNOWLEDGE
- > NEW OPPORTUNITIES
- > CONFIDENT DECISION MAKING
- > CONTACT NETWORK
- > ACCELERATED CAREER PATH

MARKETING KIWI GOLD TO THE WORLD

Natalie Milne is Global Marketing Manager for Zespri, New Zealand's leading kiwifruit supplier. Natalie manages the Health and Nutrition, Zespri Brand and Packaging portfolios, as well as being Gold Product Manager.

Natalie's success is all the more inspiring due to the fact that she left school at 15 with two School Certificate subjects. However, she pursued study outside of work and completed qualifications to diploma level in computing and business management. After being appointed the Quality Manager at Zespri in 2006, Natalie was keen to develop her knowledge and wanted to learn more. A member of the Zespri management team suggested studying for an MBA to formalise her qualifications and business knowledge.

Making the decision to apply for the programme was the biggest challenge for Natalie.

"I knew I was going to be facing some serious study. I had completed two postgraduate papers at MBA level previously and knew what I was getting myself into. I had some concerns around managing the workload, and getting up to speed in some of the areas requiring a mathematical base, as I had finished maths at the end of fourth form.

"Finance and accounting were very challenging but just required extra focus

and when I got great marks it was really very satisfying."

The part-time nature of the programme worked well for Natalie and she continued her work at Zespri during her studies. During the programme she covered two roles at Zespri, Human Resources Manager and a marketing role ultimately leading to her permanent appointment as Global Marketing Manager. With family commitments, full time work and part time

"YOU LEARN A LOT, A REALLY HUGE AMOUNT AND IT STAYS WITH YOU. I WAS WORRIED THAT I WOULD FORGET IT ALL BUT YOU DON'T."

study, it was a very busy time, but somehow, Natalie managed to make it all work

With great determination and a serious amount of effort, Natalie successfully worked through all her subjects.

"It's not for the faint-hearted but incredibly well worth it," says Natalie.

Natalie describes the course as "grunty and high pressure" but with fantastic family support and highly developed organisational skills, she excelled in the programme finishing on time with excellent marks.

Part of doing an MBA is building a network of contacts that continues long after graduation, with fellow students, teachers and industry mentors.

"Our group was a really good mix of people, we supported and energised each other and developed long-term relationships."

The teaching staff supported Natalie through her MBA programme and she says she particularly benefited from the practical business experience of the lecturers who had spent a lot of time in the field. "Massey is really good at combining the practical and the academic. It's so important to be able to understand the theory within an appropriate business framework."

"You learn a lot, a huge amount and it stays with you. I was worried that I might forget, but you don't. The fundamentals are so ingrained in my everyday work that I can't imagine having to do my job now without this knowledge. Two years on you realise that every single day you draw on some level of the experience."

The MBA led Natalie on a journey of development and growth.

"I learned that it's not about the end result, it's not just the qualification, it's about your journey through the process that's important."

BUILDING NEW ZEALAND'S FUTURE

Ruma Karaitiana is Chief Executive of BCITO, Building & Construction Industry Training Organisation. Ruma leads this nationwide company which has 15 offices around the country, and is responsible for working with the Government to develop and implement industry qualifications for the building and construction sector. His career has come a long way from beginning his working life as an art teacher, but his passion for education has come full circle and Ruma now uses his Massey MBA to develop his team and even mentor others through their MBA experience.

Having worked in several different industries managing successful businesses, Ruma had plenty of hands-on experience. However, in order to consolidate his knowledge he realised that he needed some formal academic training.

A chance meeting with some friends who had recently completed their MBAs started his thinking. The accessibility and the flexibility of the Massey Executive MBA programme worked really well for him. Ruma had previously completed an undergraduate degree at Massey and was familiar with the University.

Although working, having a family and studying was challenging, Ruma believes it was well worth the effort.

"I expected to get value out of meeting others doing the course and I really did. We formed close bonds within our study group, the relationships continued long after we finished the course and I even worked in a consultancy role with one of them, the contacts you make are really valuable in the long term."

Massey keeps class and study group sizes small to allow strong relationships to develop and grow.

"Some of the others in the class were really inspirational. I thought I was busy

until I learned one of my group was doing a PhD, lecturing and completing an MBA on the weekends. You definitely need to have some control and discipline but doing the course enhances and develops these attributes. My advice to anyone thinking about it would be to stop thinking and just do it."

Ruma thrived in the collaborative environment encouraged by the MBA lecturers and says there was plenty of lively arguing and robust debates.

"IT WAS THE KEYSTONE THAT PULLED MY CAREER TOGETHER FOR ME."

"We were definitely encouraged to participate and challenge what we learned and we really did. The ability to contextualise the learning was the key for me, it's never enough simply to memorise theory."

Learning about the sound theoretical underpinning of business processes and procedures has had a profound impact on Ruma's career.

"The thing that has surprised me most is the transferability of the knowledge, the core body of knowledge is applicable to every industry vertical. I realised that I can contribute to a business in any sector from FMCG through to education."

Ruma has now had four Chief Executive roles across different business verticals. Completing his MBA has definitely been worth it for Ruma, as it has undoubtedly accelerated his career and his confidence.

"Having my MBA has shunted me into a different state of business management. I look at companies from a very different perspective than I used to. It feels good to think: I know this, I understand this and I can make a positive contribution to any business."

RUMA KARAITIANA CHIEF EXECUTIVE

BCITO, BUILDING &
CONSTRUCTION INDUSTRY
TRAINING
WELLINGTON

BENEFITS

- > CORE BUSINESS KNOWLEDGE
- > NEW CONTACTS & RELATIONSHIPS
- > INCREASED CONFIDENCE
- > DIFFERENT PERSPECTIVE
- > NEW CAREER AMBITIONS





STUDENT RESOURCES AND SERVICES

THERE IS AN EXTENSIVE RANGE OF RESOURCES AND SERVICES AVAILABLE TO ASSIST ALL MASSEY STUDENTS ACHIEVE THEIR GOALS.

The facilities range from free nationwide book delivery from the well-stocked and frequently updated library, to the range of article databases available to assist with research projects.

Massey also has an online learning community, Stream, which is an open source platform and provides access to the course information but also an opportunity to interact with other

students and lecturers. This platform creates a rich, enjoyable online learning environment.

A number of services are available from our Student Learning Centre, to support students with academic challenges such as maths skills, report writing and language difficulties. There are also dedicated websites that offer tuition and guidance in these areas including the Online Writing and Learning Link and Maths First website.

There are a number of services available dedicated to student's health and wellbeing, including counselling and medical services available on every campus.

ENTRY CRITERIA AND SELECTION PROCESS

THE ENTRY REQUIREMENTS ARE AS FOLLOWS:

A Bachelor's degree and practical work experience of usually not less than seven years, including at least two years at management level.

Or

Tertiary diplomas, trade qualifications or work experience in certain circumstances and substantial work experience, including at least two to three years' management experience.

On receipt of the application form and required documentation, selected applicants are then invited for an interview preceded by two short literacy and numeracy tests.

CONTACT US



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