



TE KUNENGA | MASSEY
KI PŪREHUROA | UNIVERSITY
UNIVERSITY OF NEW ZEALAND

MASSEY BUSINESS SCHOOL - TE KURA WHAI PAKIHI

STRATEGY 2024-2029





Te Pae Tāwhiti Mission

To make meaningful contributions to the prosperity of Aotearoa New Zealand through our focus on:

- Providing a connected learning and research environment that emphasises applied knowledge;
- Supporting the wellbeing and ambitions of our students and staff;
- Equipping our students with the capabilities necessary to lead ethically, responsibly and sustainably in a complex and rapidly changing world economy.

The foci are underpinned by our position as a Te Tiriti o Waitangi led Business School, as well as our commitment to the United Nations' Sustainable Development Goals.



Ngā Uara Values

- EXCELLENCE IN ALL WE DO
- RESPECT FOR ALL
- REAL-WORLD RELEVANCE
- INNOVATIVE AND ENTREPRENEURIAL MINDSET
- LIFELONG LEARNING WITHOUT BOUNDARIES
- RESEARCH-LED THINKING



Ō TĀTOU POU OUR POU

Te Kunenga ki Pūrehuroa Massey University values attributes which are a long-standing feature of our distinctive heritage and influence our four pou.

Together with four critical attributes woven through the four pou we bind our strategy together, grounded in the foundational promise of Te Tiriti o Waitangi.

WHAKAPŪMAUTANGA ME MAHI
ĀHUARANGI
SUSTAINABILITY & CLIMATE ACTION

RAKAHINONGA
ENTREPRENEURSHIP

TE POU RANGAHAU
RESEARCH

TE POU AKO
LEARNING AND TEACHING

TE POU TANGATA
PEOPLE

TE POU HONO
CONNECTION

TĀTAKI TŪMATANUI
CIVIC LEADERSHIP

WHAKAANGA Ā-AO
GLOBAL ENGAGEMENT

Pou Strategic Pillars

RESEARCH TE POU RANGAHAU

Enhance the quality and impact of our research, through continuing to advance our research culture, building a strong and inclusive research environment with a focus on collaborative and interdisciplinary research that is relevant to our stakeholders.

LEARNING AND TEACHING TE POU AKO

Continue to improve our teaching quality and align programmes and their delivery with the needs of our diverse student base, the professions, organisations and industries. To do this we will continue to focus on the future of work, and societal and technological innovations.

PEOPLE TE POU TANGATA

Prioritise investment in the experience of our students and staff by offering welcoming, positive and supportive learning and work environments, which are distinctly shaped by our local, regional, national, and international communities.

CONNECTION TE POU HONO

Partner with our students and staff, organisations, industries and iwi to enable work-ready learners with clear pathways from education to employment or entrepreneurship and research opportunities for our academic staff.

