

Business

Programme guide

2022



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UPDATED MARCH 2021

Please note: The information contained in this publication is indicative of the offerings available in 2022 and subsequent years. This information may be subject to change. While all reasonable efforts will be made to ensure listed programmes 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 www.massey.ac.nz



Welcome to the Massey Business School

NAU MAI HAERE MAI KI TE KURA WHAI PAKIHI

How do you give yourself the best advantage in the competitive world of business? By getting started with us.

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 specialization.

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 recognize 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 recently refreshed 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 is ranked in the top two per cent of business schools globally and holds the prestigious AACSB* accreditation, along with a range of subject-specific accreditations.

Several of our programmes are ranked in the top 200 globally by Quacquarelli Symonds (QS) and we have some of the finest academics here to guide you through research-led teaching. You are learning the latest trends from experts in their fields.

With three campuses across the North Island and a 50-year history of quality distance learning, we are committed to 'anywhere, anytime' learning. Students often note our flexible approach, small class sizes and caring environment as being key to their success.

Whether you dream of being a CEO, entrepreneur, economist, human resources manager, marketing manager, property developer, or even if all you know is that you want to excel in the business world, we can help. 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.

He kai kei aku ringa! Koia hei mihi atu ki a tātou kei te tātou te tikanga kia tīkina atu e tātou te pito mata hei oranga mō tātou.

I have food in my hands! This is a word of encouragement to remind ourselves that we have the power to utilise our basic skill set to reach our fullest potential.

Professor Stephen Kelly
Pro Vice-Chancellor and Dean, Massey Business School

*AACSB International (Association to Advance Collegiate Schools of Business)



CONNECT



INTERNSHIPS
PRACTICAL LEARNING
INDUSTRY PARTNERS
COLLABORATION



MASSEY
UNIVERSITY
TE KUNENGA KI PŪREHUROA

UNIVERSITY OF NEW ZEALAND

MASSEY
BUSINESS
SCHOOL

TE KURA WHAI PAKIHĪ



KEY FACTS

- > Available at Auckland
- > Available at Manawatū
- > Available via Distance Learning
- > Equivalent to 3 years of full-time study
- > Available for international Students studying in New Zealand or via distance learning

A GOOD FIT IF YOU...

- > Want to gain skills all employers are looking for, as well as detailed knowledge in business subjects you are interested in
- > Want to learn how to change business for the better, or start up your own
- > Can think things through analytically
- > Enjoy meeting new people, and are a good communicator

Sought-after by employers

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

Scholarships

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

Visit massey.ac.nz/scholarships for more information.

Internationally accredited

Massey's business school is ranked in the top two per cent globally, with accreditation from AACSB International (Association to Advance Collegiate Schools of Business).

Massey University's accountancy and finance programme ranks in the top 150 universities in the world and its business and management studies in the top 200 by QS (Quacquarelli Symonds) rankings. We are also ranked in the top 150 universities worldwide for business administration and finance programmes by the ShanghaiRanking's Global Ranking of Academic Subjects.

ENTRY REQUIREMENTS

To enrol in the BBus degree 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.

English and Maths are desirable school subjects. A school background in Accounting and Economics is useful but not essential. 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. Students who think they are in this category, can apply for an exemption by contacting Student Advice and Information. Please note that 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 YOUR PROGRAMME

Completing the minimum 360 credits needed for the BBus degree will normally take you three years of full-time study. Students who intend to study part-time will manage their study over a longer time frame.

You need to choose a major when you begin your BBus 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 BBus studies, while others prefer to keep their options open. Including the six core 100-level courses in Year One will ensure you have more choice later on.

The BBus core courses are:

- 115.111 Strategic Workplace Communication
- 115.112 Accounting for Business
- 115.113 Economics of 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

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

CAREERS

More than any other business degree, the Bachelor of Business equips you with flexible and highly portable skills that employers welcome. Your skills will be useful across industries, in small businesses settings and within multi-national organisations.

Depending on the major specialisation that you choose for your Bachelor of Business you can join the world of business in many different roles, such as:

- > Management accountant or financial accountant
- > Business, systems or information analyst
- > Public relations, communications manager, or media consultant
- > Economist, economic statistician, business/policy/risk analyst, economic forecaster, financial advisor or consultant
- > Small business manager, new venture initiator, or project manager
- > Financial analyst, investment banking analyst, sharebroker, or financial consultant
- > Human resource or recruitment manager, or facilitator in employment relations
- > International market developer, or dealer in exporting, licensing, and importing

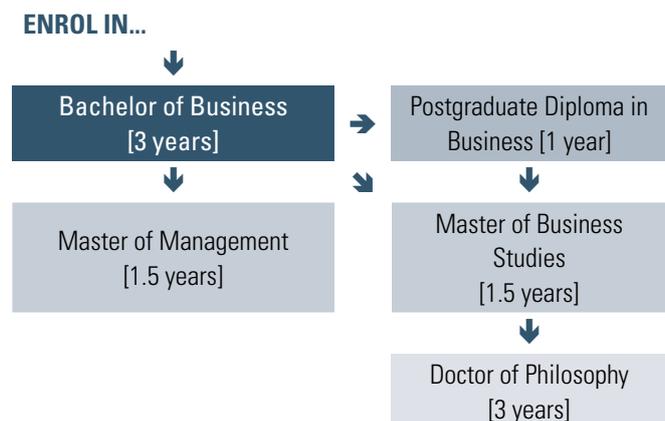
- > Market researcher, marketing manager, or advertising and communication specialist
- > Professional sports administrator, sports marketer, or events manager
- > Property manager, property developer, or valuer.

Typical pattern for a BBus degree

Year 1	Year 2	Year 3
115.111 Strategic Workplace Communication (15 credits)	115.211 (15 credits)	300-level (15 credits)
115.112 Accounting for Business (15 credits)	115.212 (15 credits)	300-level (15 credits)
115.113 Economics of Business (15 credits)	200-level (15 credits)	300-level (15 credits)
115.114 Finance Fundamentals (15 credits)	200-level (15 credits)	300-level (15 credits)
115.115 Management in Context (15 credits)	200-level (15 credits)	Elective (15 credits)
115.116 Introduction to Marketing (15 credits)	200-level (15 credits)	Elective (15 credits)
Elective 100 or 200 level (15 credits)	Elective (15 credits)	Elective (15 credits)
Elective 100 or 200 level (15 credits)	Elective (15 credits)	Elective (15 credits)
120 credits	120 credits	120 credits
Compulsory	Major	Elective

- > 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.

PATHWAY TO POSTGRADUATE STUDY



KEY FACTS

- > Available at Auckland
- > Available at Manawatū
- > Available via Distance Learning
- > Available for international Students studying in New Zealand or via distance learning

A GOOD FIT IF YOU...

- > Are able to consider the bigger picture in problem solving situations
- > Enjoy business subjects at school
- > Can communicate complex ideas in simple ways

Be ready for any business challenge

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 programme will help you make financial and non-financial judgements from available resources and will develop your interpersonal, computer and business communication skills.

If you are certain you would like to follow a professional accounting career, you should consider the Bachelor of Accountancy programme 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.



Accountancy

A major of the BBus

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.

BBus 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 maximum exemptions for ACCA, and ten exemptions for CIMA. If you would like more information on professional body membership, please contact the School of Accountancy Administrator. You should seek advice early in your degree programme as a number of the required courses should be included in your degree as electives, making the order of course selection important.

■ CARL GRAY BBus (Accountancy)

Auditor – KPMG.

"The flexible study options include being able to view lectures online and participate in virtual classrooms which allowed me to study the Bachelor of Business when I wanted and in a way that worked for me.

The lecturers were all fantastic; their knowledge and real world experience helped to bring the topics alive and provide relevance to what we were learning."

KEY FACTS

- > Available at Auckland
- > Available at Manawatū
- > Available via Distance Learning
- > Available for international Students studying in New Zealand or via distance learning



Economics

A major of the BBus

A GOOD FIT IF YOU...

- > Would like to figure out how to make the world a better place
- > Enjoy working with numbers
- > Think analytically and logically

Become a business leader of the future

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 programme 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.

KEY FACTS

- > Available at Auckland
- > Available at Manawātū
- > Available via Distance Learning
- > Available for international Students studying in New Zealand or via distance learning

A GOOD FIT IF YOU...

- > Have an analytical mind and enjoy working with numbers
- > Are interested in money and how financial institutions work
- > Keep a calm head in stressful situations

WHAT IS IT LIKE?

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

CFA Program
Partner of  CFA Institute



Finance

A major of the BBus

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.





KEY FACTS

- > Available at Auckland
- > Available via Distance Learning
- > Available for international students studying in New Zealand

A GOOD FIT IF YOU...

- > Enjoy working with people>
- > Have an aptitude for maths, finance and economics>
- > Are a financial adviser wishing to up-skill and gain Certified Financial Planner^{CM} Professional certification with Financial Advice New Zealand.

WHAT IS IT LIKE?

The skills taught in the Bachelor of Business (Financial Planning and Advice) 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. Please note that 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.

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.

Financial Planning and Advice

A major of the BBus

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.



KEY FACTS

- > Available at Auckland
- > Available at Manawatū
- > Available via Distance Learning
- > Available for international Students studying in New Zealand or via distance learning

A GOOD FIT IF YOU...

- > Have strong written and oral communication skills
- > Are interested in collaboration and team work
- > Would like to develop your skills in working with others and resolving people-related concerns in the workplace
- > Are interested in how organisations function and manage employment relationships

Gain the skills employers seek

Massey's Bachelor of Business (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.

WHAT IS IT LIKE?

When you study the BBus (HRMER), 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.

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



Human Resource Management and Employment Relations

A major of the BBus

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 (eg strategic HRM), employment relations (eg comparative employment relations), employment law, equality and diversity in the workplace, contemporary issues (eg decent work) and organisational behaviour.

CAREERS

A major in human resource management and employment relations opens the door to a wide variety of 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.

KEY FACTS

- > Available at Auckland
- > Available via Distance Learning
- > Available for international students studying in New Zealand

A GOOD FIT IF YOU...

- > Are interested in international affairs and how trade works
- > Would like to help New Zealand's economy
- > Like working together with people from different cultures

Become a global player

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.

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 programme 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 programme 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.



International Business

A major of the BBus

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 of the BBus (International Business) will have valuable skills to contribute to all organisations involved in international business operations.

- **MATHEW HARDIE** Currently studying the Bachelor of Business (Management). Junior Manager, Carousel Confectionery Palmerston North Boys' High School. 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.



KEY FACTS

- > Available at Auckland
- > Available at Manawātū
- > Available via Distance Learning
- > Available for international Students studying in New Zealand or via distance learning

A GOOD FIT IF YOU...

- > Want to grow and develop as a leader
- > Seek to bring out the best in those around you
- > Take the initiative to achieve things that are important to you

Lead the change you want to see

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

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.



Management

A major of the BBus

CAREERS

The Bachelor of Business (Management) prepares you for a career growing businesses, implementing new ideas and developing your skills and those of others to effect positive change. The following are examples of companies where graduates have found employment:

- > Air New Zealand
- > ASB Bank Ltd
- > BP Oil (NZ) Ltd
- > Child Youth and Family
- > EziBuy Ltd
- > Fuji Xerox (NZ) Ltd
- > Glaxo Wellcome (NZ) Ltd
- > Housing NZ Ltd
- > Kmart New Zealand
- > Massey University
- > Mid-Central Health
- > New Zealand Defence Forces
- > Tourism New Zealand
- > Spark New Zealand
- > Toyota (NZ) Ltd
- > Tui Foods Ltd.

■ CULLUM PENI

BBus(Management)
Graduated 2018. Airport
Operations Coordinator,
Wellington International Airport.
Ngāti Raukawa, Rangitāne ō
Wairau, Manawātū College,
Foxton.

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.



KEY FACTS

- > Available at Auckland
- > Available at Manawatū
- > Available via Distance Learning
- > Available for international students studying in New Zealand

A GOOD FIT IF YOU...

- > Like to be busy and have lots of energy
- > Can keep your cool in a pressured situation
- > Are self-motivated - a confident, determined and enthusiastic person
- > Enjoy being creative and thinking outside the square
- > Enjoy communicating with people and working in a team

WHAT IS IT LIKE?

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.

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, Massey's



Marketing

A major of the BBus

Bachelor of Business (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

Whatever you do with your future, marketing is certain to enhance your career prospects. What's more, if you want to set up your own business one day, it will be your marketing training that will make it happen - it's a key element in all business activity.

This marketing 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. Massey marketing 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 huge range of industries.

- > Marketing executive/assistant or consultant and brand or product management. Varied roles that could involve planning/directing and controlling research and development, perhaps working in the packaging and manufacturing industries. You could also get involved in sales, distribution, promotion and even market research and forecasting
- > Market analyst – research the market, providing important strategic information
- > Market research – use your knowledge of consumer behaviour, statistics and psychology to design research projects, prepare questionnaires, sample, analyse data and prepare reports and presentations
- > Sales/sales management, retail industry, new product planning.

KEY FACTS

- > Available at Auckland
- > Available via Distance Learning
- > Available for international students studying in New Zealand

A GOOD FIT IF YOU...

- > Are passionate about new and innovative technology
- > Would like to combine business management skills with your interest in technology
- > Want to have a career in a technology-oriented industry

Become a sought-after business and technology management expert

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. You can pursue an academic teaching- & research-based career in technology and management.

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 Bachelor of Business (Organisational Technology Management) 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 programme 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 BBus (OTM) 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, with in-

Organisational Technology Management

A major of the BBus

depth knowledge of big data and how technology is trending into the future.

The Bachelor of Business 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. The skills you learn at Massey and the qualification you'll receive will be in demand both in New Zealand and around the world.

You will work with programmes, 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
- > Data analyst.



KEY FACTS

- > Available at Auckland
- > Available at Manawatū
- > available via Distance Learning
- > Equivalent to 3 years of full-time study
- > Available for international students studying in New Zealand

A GOOD FIT IF YOU...

- > Are interested in real estate and property
- > Enjoy meeting new people, and are a good communicator
- > Would like to specialise in property, but want to keep your career options open

A career in a dynamic industry

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

Massey University's Bachelor of Business (Property) will give you an introduction to a wide range of professional skills relevant to the industry. These include property development, management, valuation, finance, investment and economics.

Our lecturers at Massey combine extensive real-world property industry experience with sound academic knowledge, ensuring you are career-ready.

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.

The programme is structured to allow for specialisation while preparing you for an interesting and rewarding career in a variety of property positions.

Our lecturers are actively researching, bringing the most relevant developments in business theory and practice to your study.

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

Property A major of the BBus

(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 programme. 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.

WHAT ARE THE SPECIALISATIONS?

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 Massey's Bachelor of Business (Property) as a qualification (subject to inclusion of specific courses, plus experience).

KEY FACTS

- > Available in Auckland
- > Available in Manawatū
- > Available via Distance Learning
- > Equivalent to four years of full-time study
- > Note: not all combinations of the BA/BBus or BBus/BSc majors are available at all campuses, and not all courses are available each year
- > Not available for international students

Conjoint Degrees

BA/BBus

BBus/BSc

More and more New Zealand employers are seeking graduates with an understanding of business alongside the knowledge and skills of either an arts or science discipline. These conjoint degrees meet the needs of those looking for a combination of knowledge and skills to pursue a career and make a contribution as a global citizen, with additional strengths in arts or science.

PLANNING YOUR DEGREE

In your first year, you should include:

- > **BA/BBus:** Four core BBus courses; four BA courses including two core courses and two major courses.
- > **BBus/BSc:** Four core BBus courses; four BSc courses including two major courses

In your second year, you will need to complete nine courses so that you have passed a total of 255 credits by the end of the year. For the BBus component of either programme, you will need to have passed all eight core BBus courses, plus any additional required 100-level majoring courses.

For the BA component of the BA/BBus, you will need to have passed 60 credits at 100 level including the three 100 level core courses, any major prerequisites, and completed about half your major.

For the BSc component of the BBus/BSc, you will need to have passed 60 credits at 100 level including any major prerequisites, and some 200-level courses, and completed about half your major.

In your third year, you will need to complete a further nine courses, all of which should be at 200- or 300-level.

In your fourth year, you will complete the final 120 credits for the conjoint degree. You will need to pass at least 510 credits, made up of at least 255 credits from the BBus schedule AND at least 255 credits from either the BA or the BSc schedules.

For the BBus component of either programme you will need to complete the eight core courses and the majoring requirements of at least one subject.

For the BA component, you will need to complete the five core courses and the majoring requirements for at least one subject (Business Psychology is not available as a conjoint major) and 45 credits from the BA schedule.

For the BSc component you will need to complete the majoring requirements of one BSc major and complete the BSc core course requirements.

CAREER OPPORTUNITIES

Employment opportunities continue to grow for graduates who have developed capacities in enquiry, analysis and communication, as well as an understanding of human behaviour, society and the environment. You'll have the knowledge and astuteness necessary for success in business, management, marketing, finance and economics. This will be coupled with a deep understanding of science, society or people, and the wider

national and international communities in which we live.

MAJORING SUBJECTS

Bachelor of Arts

Chinese, Classical Studies, Creative Writing, Defence Studies, Economics, Education, Educational Psychology, English, Environmental Studies, Geography, History, Japanese, Linguistics, Māori Knowledge, Mathematics, Media Studies, Philosophy, Politics and International Relations, Psychology, Security Studies, Social Anthropology, Social Policy, Sociology, Spanish, Statistics, Te Reo Māori*.

* Subject to CUAP approval.

Bachelor of Business

Accountancy, Economics, Finance, Financial Planning and Advice, Human Resource Management and Employment Relations, International Business, Management, Marketing, Organisational Technology Management, Property.

Bachelor of Science

Chemistry, Computer Science, Earth Science, Ecology and Conservation*, Environmental Science, Exercise and Sport Science, Human Nutrition, Mathematics, Microbiology, Molecular Cell Biology*, Physiology, Psychology, Statistics, Zoology.

* Subject to CUAP approval



KEY FACTS

- > Available at Auckland
- > Available at Manawatū
- > Available via Distance Learning
- > Equivalent to 3 years of full-time study
- > Available for international Students studying in New Zealand or via distance learning

A GOOD FIT IF YOU...

- > Know you would like to be an accountant
- > Enjoy working in a team and meeting new people
- > Would like a career with a new challenge every day

A unique degree

Join the only Bachelor of Accountancy in New Zealand.

WHAT IS IT LIKE?

Keen to become a professional accountant? Massey University's Bachelor of Accountancy is the only Bachelor of Accountancy offered 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.

The Bachelor of Accountancy programme 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 inter-personal 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.

Bachelor of Accountancy

BAcc

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 the BAcc programme 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

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, and Ernst and Young – these 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).



Professional bodies

To boost your career even further; Massey University's Bachelor of Accountancy is accredited by the following New Zealand and international accountancy bodies. Your BAcc degree 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 110,000 members in New Zealand and more than 90 other countries.
- > **CPA Australia** is the largest professional accounting body in Australia with membership around the globe.
- > **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 208,000 members and 503,000 students in 170 countries.

■ HELEN HE BAcc. Graduated in 2018. PwC

I emigrated to New Zealand from China in 2012. When my son was just six months of age in 2015, I started my Bachelor of Accountancy degree. It was a big challenge being both a mother and a student studying in a different culture, but with the love from my family and support from my friendly, passionate lecturers, I obtained my Bachelor of Accountancy with academic excellence. I also gained real world experience during my last two years of study with my involvement in Palmerston North Community Accounting (PNCA).

The knowledge and skills I gained from the BAcc programme and PNCA helped me secure an internship at PwC Auckland Financial Advisory Services team, which led to my current graduate position.

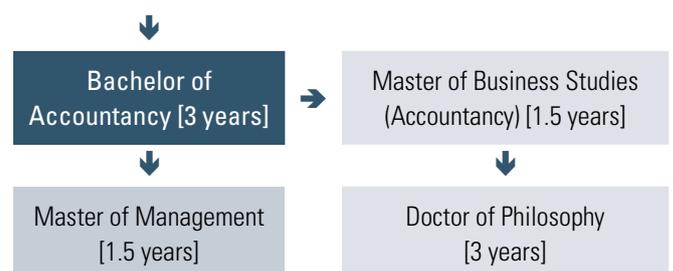


TYPICAL PATTERN FOR A BAcc DEGREE

Year 1	Year 2	Year 3
110.109 Introductory Financial Accounting	110.209	110.303
115.111 Strategic Workplace Communication	110.229	110.309
115.112 Accounting for Business	110.249	155.203
115.113 Economics of Business	110.279	155.210
115.114 Finance Fundamentals	110.289	300-level
115.115 Management in Context	115.211	300-level
115.116 Introduction to Marketing	125.230	300-level
161.101 Statistics for Business or 161.111 Applied Statistics	100/200/300 level	200/300 level
120 credits	120 credits	120 credits
Compulsory	Elective	

PATHWAY TO POSTGRADUATE STUDY

ENROL IN...



KEY FACTS

- > Available at Manawatū
- > Available via Distance Learning*
- > Equivalent to three years of full-time study
- > Available for international students studying in New Zealand

*Some distance courses are not offered every year, and some distance courses have compulsory contact workshops

A GOOD FIT IF YOU...

- > Would like to have a career associated with agriculture or horticulture
- > Are interested in the business/commercial side of farming
- > Would like to be a leader of this innovative industry.

You'll be in demand

At Massey many of our agribusiness students have jobs before they even graduate.

From running large farm-based agribusinesses right through to international food trade, you will gain the skills and sound business knowledge to help progress the future of New Zealand's primary production sector.

Join industry at a senior level

New Zealand's economy is dominated by agriculture and food. The industry generates close to \$37 billion in export earnings a year and international demand is predicted to continue to grow.

Massey's agribusiness programme aligns itself with agribusiness industries throughout the world. This ensures our graduates have the skills and industry knowledge employers need.

What will you learn?

This three-year world-class programme will:

- > Teach you about farm production systems, supply chain management, marketing, food economies, and international agribusiness
- > Give you a strong understanding of what it takes to be sustainable and competitive in global food and fibre markets
- > Provide you with the knowledge and skills needed to deliver in future workplaces
- > Give you a sound knowledge of land-based systems and agribusiness along with specialist knowledge in one area of agribusiness



Bachelor of Agribusiness

BAgribusiness

- > Teach you to apply and integrate scientific, technological and business knowledge to meet marketplace demands
- > Ensure you will be a good analytical thinker able to interpret information to develop sound and innovative solutions
- > Give you an understanding of ethics, multi-cultural and international environments
- > Help you develop into an effective communicator and a self-directed, independent learner
- > Give you management skills applicable across the primary industries.

Join a world-leading university

Our proud record dates back to 1927 when we offered New Zealand's first degrees in agriculture and horticulture. We have the largest Young Farmer's Club in New Zealand.

CAREERS

New Zealand's agribusiness sector is flourishing, and there is strong demand for graduates, from running large farm-based businesses through to international trade.

You will emerge with the knowledge and foundation skills for several career paths:

- > International marketing
- > Economics
- > Rural banking
- > Rural valuation
- > Government
- > Business
- > Sales
- > Purchasing
- > Consultancy
- > Farm management
- > Farm ownership
- > Purchasing manager.



■ LAUREN WOOLERTON

Graduate Mobile Rural Consultant - FMG

Growing up on a dairy farm gave me a strong enthusiasm for the agriculture industry. I also favoured business and math subjects at high school, so it made sense for me to study agribusiness. I knew that Massey had a strong reputation as New Zealand's leading agricultural university. Because of this, I knew Massey would be a great choice for my studies.



I really enjoyed studying at Massey. I found that the content in my courses was diversified and relevant. I enjoyed the ability to self-learn and work independently and there was always support when I needed it. My study at Massey has given me a really good broad understanding of the agribusiness sector and has taught me how to socialise and network with people on a professional level.

I am currently a Graduate Mobile Rural Consultant with FMG. This is a client facing role, where I get out and about in my region to help grow strong and prosperous rural communities. I love that my job allows me to build relationships with others in the agricultural industry and give back to my local community.

SCHOLARSHIPS

There are many scholarships available for students who are studying in the areas of agriculture and horticulture. Many major New Zealand agricultural organisations provide scholarships for Massey students.

KEY FACTS

- > Available at Manawatū
- > Available via Distance Learning*
- > Equivalent to three years of full-time study
- > Available for international students studying in New Zealand

*Some distance courses are not offered every year, and some distance courses have compulsory contact workshops

Farm Management

A major of the BAgribusiness

A GOOD FIT IF YOU...

- > Would like to have a career associated with agriculture or horticulture
- > Are interested in the business/commercial side of farming
- > Would like to gain a broad range of skills in agribusiness

The Bachelor of Agribusiness (Farm Management) prepares you for the demands of the farming business. From strategic to organisational skills, you'll learn how to build and deliver profitable businesses on a sustainable basis.

Become a multidisciplinary practitioner

You'll be able to draw from business-related disciplines such as, industrial economics, marketing, supply chain management and finance.

You'll also gain knowledge in:

- > Natural sciences
- > Environmental sciences
- > Life sciences
- > Food security and safety
- > Primary production technologies
- > Systems and biotechnology.

Put agribusiness into perspective

The discipline of farm management provides the ability to interpret and put into perspective issues affecting farm and agribusiness managers. It offers an understanding of how and why managers make decisions and what impact those decisions have on their business and the wider industry.

Practical experience while you study

Your learning will focus on real-world case studies and will include field trips to provide experiential learning – from talking to and observing farmers.

You'll gain a huge amount of practical experience. This will include at least 26 weeks of paid employment undertaken in agriculture and related sectors.

A growing, innovative industry

New Zealand's economy is dominated by agriculture and food. It generates tens of billions in export earnings a year and international demand is predicted to continue to grow.

Relevant international knowledge

Massey's agribusiness programme aligns itself with agribusiness industries throughout the world. This ensures you will have the skills and industry knowledge employers want.



KEY FACTS

- > Available at Manawatū
- > Available via Distance Learning*
- > Equivalent to three years of full-time study
- > Available for international students studying in New Zealand

*Some distance courses are not offered every year, and some distance courses have compulsory contact workshops

International Agribusiness

A major of the BAgribusiness

A GOOD FIT IF YOU...

- > Are interested in agriculture and business
- > Want a career with an international perspective.

Does managing the marketing process of meat, kiwifruit, or milk to retailers in Tokyo or Nestlé in Switzerland excite you? How about sourcing and processing billions of litres of milk every year?

In the Bachelor of Agribusiness (International Agribusiness) you'll learn about the global agri-food system. This includes everything from on-farm procurement in New Zealand to export and distribution of food and other agricultural products to consumers around the world.

You'll learn about

- > Production sciences
- > Agri-food value chains
- > Manufacturing
- > Distribution and logistics
- > International finance, and
- > The trade and marketing skills required to take New Zealand's agri-food industry to the global marketplace.

Real-world experience

Your learning will focus on real-world case studies and will include field trips to provide the experience sought by employers.

Research-led teaching

Our staff are active researchers. Massey's Agribusiness programme integrates the most recent developments and thinking into your learning.

A growing, innovative industry

New Zealand's economy is dominated by agriculture and food. It generates close to \$37 billion in export earnings a year and international demand is predicted to continue to grow.

Relevant international knowledge

Massey's Agribusiness programme aligns itself with agribusiness industries throughout the world. This ensures our graduates have the skills and industry knowledge employers want today and in the future.

Massey graduates and staff are helping to define the future of our nation's agriculture and food businesses.



KEY FACTS

- > Available at Manawātū
- > Available via Distance Learning*
- > Equivalent to three years of full-time study
- > Available for international students studying in New Zealand

*Some distance courses are not offered every year, and some distance courses have compulsory contact workshops

Rural Valuation A major of the BAgribusiness

A GOOD FIT IF YOU...

- > Are interested in the changing value of farmland
- > Think you would enjoy working with farmers to enhance their business
- > Would like to have a career associated with agriculture or horticulture

Massey's Bachelor of Agribusiness (Rural Valuation) will help you build the skills you need to have a successful career in today's rural property market. Whether it's a dairy farm sale, estimation of orchard capital value, or getting a bank loan to purchase a new farm, almost every financial transaction involving land requires a valuation to support it.

You'll learn about land-based systems and agribusiness. You'll gain specialist valuation knowledge preparing you for opportunities in the rural property industry.

A relevant programme

Visiting a wide range of farm properties is an integral part of the programme. This is essential to the relevance of your study of farm management, investment and valuation. You'll also learn the communication skills you'll need to operate within the industry and to work effectively with future clients.

You will cover a range of topics relevant to rural valuation such as property markets and resource management, property law and building technology.

Practical experience while you study

During your degree you will gain a huge amount of practical experience. This experience will include at least 26 weeks of paid employment undertaken in agriculture and related sectors.

A growing, innovative industry

New Zealand's economy is dominated by agriculture and food. It generates tens of billions in export earnings a year. International demand is predicted to continue to grow.

Relevant international knowledge

Massey's Agribusiness programme aligns itself with agribusiness industries throughout the world. This ensures our graduates have the skills and industry knowledge employers want today, and in the future.

CAREERS

The Bachelor of Agribusiness (Rural Valuation) provides the knowledge, skills and competencies to be a registered valuer. But there are also other exciting career opportunities in the rural property sector. Examples include:

- > Private practice firms as a generalist rural valuer
- > A specialist valuer with expertise in a class of property
- > Farm consultancy, property management planning
- > Rural banking
- > Insurance companies as a rural consultant
- > Real estate firms as a rural agent.

The requirements of lending institutions, local authorities, rental assessments, insurance valuations, and asset valuations for company accounts generate the bulk of valuation work in New Zealand.

The Property Institute of New Zealand (PINZ) is the professional organisation that you will most likely join as a rural valuation graduate. PINZ is closely involved with the development of Massey's courses and actively encourages students to get involved in the affairs of the local branch and become a member of the organisation.



KEY FACTS

- > Available at Auckland
- > Available via Distance Learning
- > Equivalent to 3 years of full-time study
- > Available for international Students studying in New Zealand or via distance learning

A GOOD FIT IF YOU...

- > Are passionate about sport and would like to share that with others
- > Have great organisational skills
- > Would like to combine business management skills with your interest in sport

Turn your passion for sport into something more

Gain the business, management and communication skills you need to join the exciting world of sport management. If you want to be a sport manager of tomorrow, you will need a strong background in both sport and business management. Massey University's Bachelor of Sport Management teaches you the business and management skills you'll need to meet the demands of the growing sport industry including:

- > The strategic development of local, regional and national sport organisations
- > Facilitating participation in sport
- > Overseeing sport venues and facilities,
- > Managing sporting events
- > Sport sponsorship and marketing
- > Controlling the production of sport-associated goods and services.

Gain a wide range of skills

You'll develop both your theoretical knowledge and applied management skills. The wide range of courses on offer gives you an understanding of sport in its organisational, cultural and social contexts. You'll also strengthen your communication, interpersonal and negotiation skills. Our sport management programme will give you a solid grounding in:

- > Strategic sport management, leadership, operations, venue and event management, governance
- > Business aspects of sport
- > Ethics, diversity and inclusion
- > Marketing, media and communication

Bachelor of Sport Management

BSptMgt

- > Finance, accounting and economics of sport
- > Legislation and policies impacting sport
- > Social, cultural and international foundations of sport
- > Creating content for sport communications, social media and new technologies.

Real world experience

You'll gain real-world experience through work placements – giving you over 240 hours of practical experience. These experiences will help you develop industry contacts and give you an advantage with potential employers.

Lecturer expertise

You'll learn from passionate lecturers who have in-depth academic knowledge of sport management and extensive practical experience. We offer first-hand knowledge and experience applying sport management principles and concepts in the sport industry.

CAREERS

Massey University's Bachelor of Sport Management will equip you for a challenging and rewarding career, both in New Zealand and internationally. You will gain business and management knowledge within the sport context that will be excellent preparation for a career in all areas of the growing sport management industry. The types of organisations you could work for include:

- > Regional, national and international sport organisations
- > Regional sport trusts
- > Private or commercial sport entities
- > Community sport
- > Sport marketing and sponsorship
- > Sport media, communications and technologies
- > Local and regional councils
- > Sport facilities and venues
- > Sport events, both nationally and internationally.

www.massey.ac.nz/sportmanagement



Typical pattern for a BSptMgt degree

Year 1	Year 2	Year 3
115.116 Intro to Marketing	219.230 Sport Communication	114.330 Equity and Diversity
219.100 Intro to Business Comms	156.239 Sport Marketing	152.336 Leadership Practice
219.101 Media Skills	152.236 Sport Business	152.350 Strat Mmgt and Governance
234.131 Introduction to Sport Development	152.237 Sport Event Management	234.338 Sport Practicum
152.133 Sport Facility Management	152.238 Prof Dev for the Sport Industry	
234.135 Sociology of Sport	178.239 Sport Economics	234.331 Sport in the Social Context
115.114 Finance Fundamentals	Elective	Elective
152.252 Project Management	Elective	Elective
120 credits	120 credits	120 credits
Compulsory	Elective	

■ JAMES McLEAN Student

Through my study of sport management at Massey University I have been given the opportunity to advance my passion for sport. I had always been a sport enthusiast on and off the field but never learnt about the business and management side of things. With a vast array of sport-related courses, such as sport event management and finances in sport, I have been able to learn and indulge in this global phenomenon.

With this insight, I have applied many of the practices learnt, to my life on the sporting field.

For anybody wanting to engage mentally and physically into a sporting lifestyle, then I would strongly recommend studying the Bachelor of Sport Management at Massey. I have gained strong connections throughout the sporting world and successfully worked alongside industry professionals.

I knew all through High School that I wanted to work in sport as it has played a crucial role in my life. Once I heard about the chance to study sport management at Massey University and all it had to offer, I knew this was what I wanted to do. The reason I chose to study at Massey University is due to the specific orientation of courses on offer, all so relative to the sporting world as well as the practical experience gained from your second year of study and onwards.



Communication qualifications

Ranked with the best in the world

Massey University's communication and media-related programmes are ranked as some of the best in the world by the international university ranking agency QS (Quacquarelli Symonds). We are in the top 200 out of 800 leading world universities. Our communication and marketing programmes originated in the 1970s and provide national leadership in education and research. Our journalism teaching is internationally acclaimed, and enjoys a close working relationship with industry. The Bachelor of Communication (with a major in Public Relations, Communication Management, Journalism Studies, or Digital Marketing) and the Master of Journalism are accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC). Massey's School of Communication, Journalism and Marketing became the only School in the Asia-Pacific region to receive this prestigious accreditation.

The Bachelor of Communication

Combine your love of words and creativity with the study of business to become a highly employable communication specialist.

Massey's Bachelor of Communication (BC) builds the skills you need to make an outstanding contribution in whatever field of communication interests you. This relevant three-year degree is unique in New Zealand. You'll join our graduates with exciting careers around the world.

The world needs communicators. It needs people who have the creativity and imagination to develop content that will inspire and connect people, and the logic, analysis and language skills to deliver that content in a strategic and meaningful way. Massey University's BC will give you these skills.

The Diploma in Communication

The Diploma in Communication is taught at Massey University at Manawatū, Albany and Wellington campuses. Courses may also be taken via Distance Learning.

The Diploma in Communication is designed to introduce students to a selection of disciplines in the communication field. It provides students with employment pathways in the fields of public relations, communication management, arts administration, event management, relationship management, journalism, web content management, social media adviser, brand management, advertising, marketing/communications executive, or media planning/buying, among others.

The Postgraduate Diploma in Journalism

The Postgraduate Diploma in Journalism is New Zealand's leading journalism qualification. The programme blends theory with practical skills, and can be completed either in one year, or over a longer period studying part-time. This internationally recognised programme is based on leading overseas journalism qualifications. It is ideal for those who have a degree from a non-journalism discipline who want to enter the industry, or those with a journalism degree or experience seeking advanced skills and knowledge.

For more information on these qualifications see Massey University's [2022 Communication Programme Guide](#).





KEY FACTS

- > Available at Auckland
- > Available at Manawatū
- > Available at Wellington
- > Available via Distance Learning
- > Available for international students studying in New Zealand

Certificate in Business Studies CertBusStuds

Diploma in Business Studies DipBusStuds

> **CERTIFICATE OF BUSINESS STUDIES**
Equivalent to one semester of full-time study (60 credits)

> **DIPLOMA OF BUSINESS STUDIES**
Equivalent to one year of full-time study (120 credits)

WHAT ARE THEY LIKE?

These programmes are designed for students who want a formal university qualification but do not want to undertake a full degree programme. They are ideal if you wish to pursue an interest in a particular subject area or study a range of courses for personal interest. They are taught at Massey University at Manawatū, Auckland and Wellington campuses. Courses may also be taken via distance learning.

A STEPPING STONE

You could use a certificate or a diploma as a stepping stone to study toward a degree. You must meet the normal university entrance requirements to enrol. After graduating with a one-semester certificate or a one-year diploma, you may apply to credit your courses toward an undergraduate degree, provided the courses comply with regulations for that degree.



Contact Massey for more information

MASSEY.AC.NZ

Our website is full of useful information covering everything you need to know – from what each campus has to offer, their departments and qualifications, scholarships, events, accommodation and plenty more.

CALL OUR CONTACT CENTRE

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

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

STUDENT ADVISERS

We have heaps of people available to answer any questions you may have about studying with us. We understand it's a big decision. To speak to someone, or to get someone to visit your school or workplace:

Phone: **0800 627 739**

Text: **5222**

Email: **academicadvice@massey.ac.nz**

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

PROGRAMME GUIDES

We produce a range of guide books with programmes grouped around particular interest areas. They provide details of entry requirements, majors, course structures and career outcomes covering all our qualifications.

To obtain copies of these guide books:

Download them at:

massey.ac.nz/yourguideto

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EVENTS

VIRTUAL OPEN DAYS

Online

30-31 July 2021

CAMPUS TASTER DAYS

Manawatū

4 August

Wellington

20 August

Auckland

21 August

Aviation Open Day

11 September

We also have stands at various career and tertiary education expos held all over New Zealand (and beyond). If you want to know where you'll see us next:

Call: **0800 627 739**

Text: **5222**

Email: **contact@massey.ac.nz**

Visit: **massey.ac.nz/events**

INTERNATIONAL STUDENTS

We welcome thousands of International Students from 100 countries each year. 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. For more information:

Phone: **+64 6 350 5701**

Email: **international@massey.ac.nz**

Web: **massey.ac.nz/international**

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