



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

# Business

## Qualification guide

2024



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Please note: The information contained in this publication is indicative of the offerings available in 2023 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](http://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 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)





## 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](https://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) and is top business school in Aotearoa New Zealand by Shanghai Ranking.

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 Shanghai Ranking'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 Communication Theory and Practice
- 115.112 Accounting for Business
- 115.113 Economics for Business
- 115.114 Finance Fundamentals
- 115.115 Management in Context
- 115.116 Introduction to Marketing
- 115.211 Business Law
- 115.212 Fundamentals of Leadership and Teamwork

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 that you choose, you can join the world of business in many different roles, such as:

- > Management accountant or financial accountant
- > Business, systems or information analyst
- > 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
- > Property manager, property developer, or valuer.

## Typical pattern for a BBus degree

Year 1	Year 2	Year 3
115.111 Communication Theory and Practice (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 for 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.



## KEY FACTS

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

# Accountancy

## A major of the BBus

## 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, digital and business communication skills.

If you are certain you would like to follow a professional accounting career, you should consider the Bachelor of Accountancy programme as an alternative to the Bachelor of Business (Accountancy). See page 19.

## CAREERS

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

Because the major is flexible and gives you the opportunity to concentrate on a particular area of accountancy, career options are

numerous depending on the combination of courses you choose to take. Many of our graduates start their careers in accounting but later move into other areas. They are able to take with them the financial and non-financial performance evaluation skills important for senior executives.

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 exemptions for ACCA and CIMA. If you would like more information on professional body membership, please contact us at [accountancy@massey.ac.nz](mailto:accountancy@massey.ac.nz).

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.

### ■ MAX CLARK BBus (Accountancy)

Fonterra - Business Graduate.

My experience at Massey University has prepared me to succeed in an ever-changing corporate environment. From day one, the School of Accountancy provided a range of opportunities for students, from the Accountancy Club to the roles offered in partnership with Auckland Community Accounting, there was something for everyone. I was fortunate enough to be a part of the Accountancy Club in 2020 (Vice President) and was able to assist the team in enriching students' experience through social, academic and practical events. The curriculum offered students an in-depth understanding of financial information but also the chance to look past the numbers and draw a greater understanding of what they mean in a business setting. A highlight of the curriculum was undertaking the Internship in Business paper where I was fortunate enough to work at Hallenstein Glassons Holdings Ltd and gain practical experience. The lecturers and staff have provided me with essential knowledge and experiences that I will continue to build on in the future.

## KEY FACTS

- > Available at Auckland
- > Available via Distance Learning and online
- > Open to international students on campus in New Zealand

## A GOOD FIT IF YOU...

- > Enjoy working with data and visuals, and developing innovative data analysis skills
- > Want to engage in practical, evidence-based decision-making using big data insights
- > Want to work alongside industry specialists in a dynamic, rapidly growing area.

## DATA IS EVERYWHERE

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

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

## WHAT IS IT LIKE?

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

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

# Business Analytics

## A major of the BBus

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

## CAREERS

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

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



## 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...

- > 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.

# Economics

## A major of the BBus

## 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

# 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<sup>CM</sup> 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

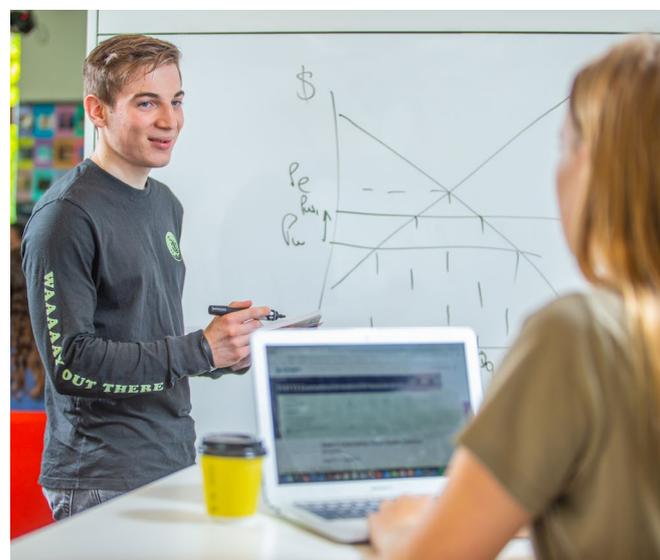
The Bachelor of Business will give you the leadership, communication and critical thinking skills that will make you a sought-after employee. These skills can be used in many different types of businesses, in New Zealand and around the world.

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

## A GOOD FIT IF YOU...

- > Want to understand global issues and the ways they evolve in cross-cultural contexts
- > Want to work in dynamic and interconnected global environments
- > Want to connect with a wide range of communication practitioners engaged in developing future-oriented solutions.

## WHAT IS IT LIKE?

The Bachelor of Business (Global Communication) at Massey will develop your critical skills in analysing communication in global contexts, strengthen your understanding of global sustainability challenges, and enhance your ability to communicate across cultures.

## COMMUNICATION IS THE KEY TO BUSINESS

Understanding how communication works in our interconnected global world drives success. Employers value adaptability, knowledge of multicultural stakeholder needs, understanding of complex global sustainability challenges, along with strong communication and problem-solving skills.

Graduates will gain an understanding of the influence of global systems and trends in shaping media systems, diverse communication needs, and cross-cultural communication practices. They can respond to the demands of international politics and business, and adapt communication strategies for effective global media and public relations campaigns.

You will learn communication principles, concepts and critical skills to help you succeed in the global marketplace. The major will equip you with a range of communication skills, including writing, public speaking, teamwork, critical thinking and analysis, research, and cross-cultural competency. Your learning will cover:

# Global Communication

## A major of the BBus

- > International communication
- > Intercultural communication
- > Organisational communication
- > Global communication
- > Interpersonal communication
- > Communication management

## CAREERS

The major prepares you for a variety of jobs in most areas of business. Careers include:

- > Communication rep/practitioner
- > Communication strategist
- > Community engagement designer
- > Global brand management and advertising
- > Global civil society
- > Global public relations
- > Internal communication specialist
- > International consulting
- > International journalism
- > International trade and business consultant
- > Media specialist
- > Meeting and event planning
- > Non-profit services
- > Public policy communication
- > Writing and publishing.



## 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 sustainable for employees. This is vital for any organisation wanting to understand and develop their people so that they both

# Human Resource Management and Employment Relations

## A major of the BBus

contribute to the organisation and satisfy their own personal and career needs.

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

## CAREERS

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

Bachelor of Business (Management). Junior Manager, Carousel Confectionery  
The 200-level international business course was most useful as it gave me an insight into expanding the family business. It allowed me to gain a greater understanding of exporting goods.

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





## 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...

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

## 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

# Organisational Technology Management

## A major of the BBus

in-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.

## OPTIONS FOR STUDY FOCUS

### Property valuation

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

### Property development and management

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

### Property finance and investment

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

### Property market principles and economics

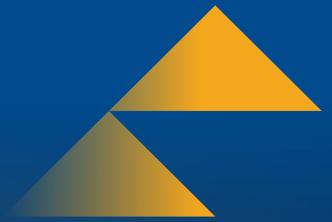
Property market principles and economics knowledge is required to discuss how uses of property resources are economically determined and developed within shared urban space.

## REGISTRATION AS A VALUER

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

# MASSEY BUSINESS SCHOOL

Lead, Don't Follow





## 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 interpersonal and technical skills, knowledge and critical thinking essential for success in today's business environment.

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

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

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

# 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 128,000 financial professionals, supporting them to make a difference to the businesses, organisations and communities in which they work and live.
- > **CPA Australia** is one of the world's largest accounting bodies with a global membership of more than 150,000 members working in 120 countries.
- > **The Chartered Institute of Management Accountants (CIMA)**. A Chartered Management Accountant is considered to be the premier management accounting qualification you can attain.
- > **The Association of Chartered Certified Accountants (ACCA)** supports 233,000 fully qualified members and 536,000 future members in 178 countries.

See [massey.ac.nz/accountancy](https://massey.ac.nz/accountancy) for information on study patterns, course content and more.

### ■ ILI HANANI SHABUDIN BAcc.

KPMG Auditor

"Being an international student is always challenging, but for me, Massey made the study experience easy. The lecturers were very approachable, considerate, and passionate in their teaching. Massey's international student support has also been invaluable in maintaining my mental and physical health. In addition, through my involvement in Palmerston North Community Accounting, I was able to develop many technical and soft skills which I have found highly practical in the real world. I am grateful for all the opportunities I have had at Massey as they have led me to my first professional position at KPMG Malaysia.





## KEY FACTS

- > Available at Auckland and 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.

See [www.massey.ac.nz/sportmanagement](http://www.massey.ac.nz/sportmanagement) for more information.



# 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, or Digital Marketing) is 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 on this option, plus information on further postgraduate offerings in journalism and communication, see: [massey.ac.nz/journalism](https://massey.ac.nz/journalism)





## KEY FACTS

- > Available at Auckland
- > Available at Manawātū
- > 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 Manawātū, 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.



# Certificate of Financial Advice

## CertFinAdvice

### KEY FACTS

- > Available Online via Kaplan Professional

- > **CERTIFICATE OF FINANCIAL ADVICE**  
Equivalent to 10 weeks of full time study (60 credits)
- > **DIPLOMA OF BUSINESS STUDIES (FINANCIAL ADVICE SPECIALISATION)**  
If you study full-time you'll take 60 credits per semester, making a total of 120 credits. The first 60 credits will be studied within the Certificate in Financial Advice

### STUDY A CERTIFICATE IN FINANCIAL ADVICE

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

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

In addition to the core subject, Introduction to Financial Advice, you can choose to focus on a particular knowledge area by tailoring your study to specialise in a specific area of interest, or to align with your career aspirations. You can choose from four (4) areas of focus:

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

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

### FURTHER INFORMATION

See [massey.ac.nz/certificate-in-financial-advice](https://massey.ac.nz/certificate-in-financial-advice) for an up to date summary of all relevant information on this course, including start dates, entry requirements, and regulations.

## KEY FACTS

- > Available via Distance Learning
- > Available Online
- > Open to international students studying on campus in New Zealand

# Diploma of Business Studies

## DipBusStuds (Financial Advice Specialisation)

### > CERTIFICATE OF FINANCIAL ADVICE

Equivalent to one semester of full-time study (60 credits)

### > DIPLOMA OF BUSINESS STUDIES (FINANCIAL ADVICE SPECIALISATION)

If you study full-time you'll take 60 credits per semester, making a total of 120 credits. The first 60 credits will be studied within the Certificate in Financial Advice

## SPECIALISE IN FINANCIAL ADVICE FOR YOUR DIPLOMA IN BUSINESS STUDIES AT MASSEY

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

### A STEPPING STONE

You will have completed the Certificate in Financial Advice and be ready to staircase into this diploma. In addition to the core subject, Introduction to Financial Advice, you will have completed a course in a specific area of interest or in an area aligned with your career aspirations. The diploma will extend your knowledge into other aspects of the Financial Advice sector:

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

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

### FURTHER INFORMATION

For an up to date summary of all relevant information on this course, including start dates, entry requirements, and regulations, see [massey.ac.nz/dipbusstuds](https://massey.ac.nz/dipbusstuds)

# Introducing Massey University College

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

See [massey.ac.nz/pathways](https://massey.ac.nz/pathways) for more information on studying at Massey.

## WHY STUDY WITH US?

- > **Access to Massey University** – enjoy full access to world-class services and facilities at Massey University from day one, including on-campus accommodation options.
- > **Seamless transition to university** – our courses are designed to improve your English language and academic skills for a seamless transition to your dream degree, so that you can succeed at university, and beyond.
- > **Dedicated support** – experience the difference of small class sizes and one-on-one student support.
- > **High-quality programmes** – programmes are designed in partnership with Massey University and delivered by our highly qualified teachers at MUC.
- > **Flexible start dates** – three intakes per year so you can start with us when it suits you.

## Location

Massey University College is located on Massey University's Auckland Campus. Modern, spacious and green, the Auckland campus is in the North Shore area of the city.

The campus is across the harbour from central Auckland, 15km away, and is spread across three sites:

- > East Precinct, off the Albany Expressway
- > Ōteihā Rohe, off the Albany Highway
- > Albany Village

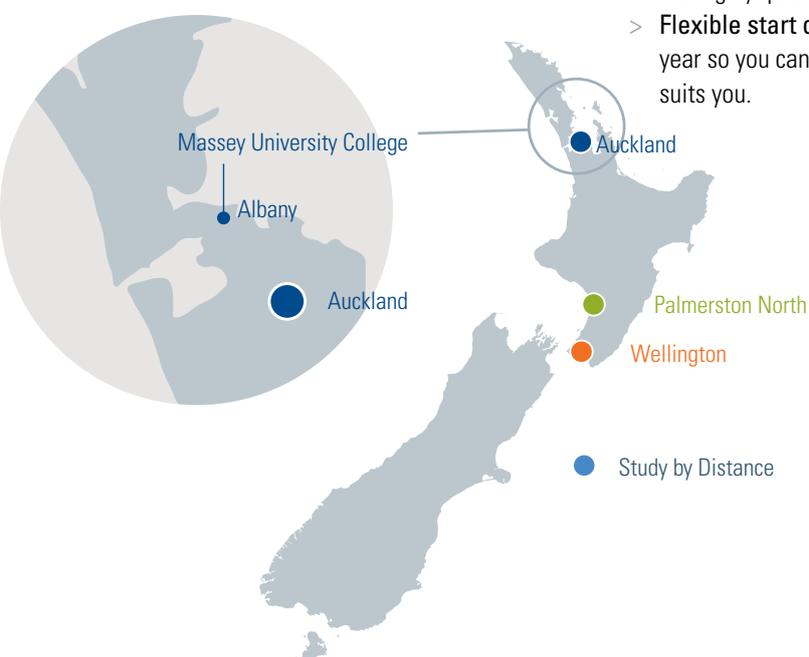
A free shuttle bus service will allow you to travel freely among the three campus sites.

## Programmes and Qualifications

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

- > Foundation pathways
- > Diploma pathways
- > Graduate Diploma pathways
- > English language pathways:
  1. General English
  2. English for Academic Purposes

See [college.massey.ac.nz](https://college.massey.ac.nz) for further information.



# MASSEY OPEN DAYS 2023

MANAWATU: 2 AUGUST  
AUCKLAND: 11 AUGUST  
WELLINGTON: 25 AUGUST  
AVIATION OPEN DAY: 9 SEPTEMBER

[Massey.ac.nz/opendays](https://Massey.ac.nz/opendays)



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

# 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 Pacific student advisers are also available.

## QUALIFICATION GUIDES

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

To obtain copies of these guides, see **massey.ac.nz/yourguideto**

Phone: **0800 627 739**

Text: **5222**

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

## EVENTS

### OPEN DAYS

See **massey.ac.nz/opendays**

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**

## SCHOOL OF AVIATION OPEN DAY

Saturday 9 September 2023

Massey University Aviation Centre

47 Airport Drive, Palmerston North

To register please contact:

**aviation@massey.ac.nz**

## INTERNATIONAL STUDENTS

The International Recruitment team is the first point of contact for prospective students. If you are considering studying at Massey we welcome your enquiry, and look forward to helping you join us. For more information:

Phone: **+64 6 350 5701**

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

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

## SOCIAL MEDIA



FACEBOOK

**Facebook.com/masseyuniversity**



TWITTER

**@MasseyUni**



INSTAGRAM

**@MasseyUni**



YOUTUBE

**youtube.com/masseyuniversity**



WECHAT

**MasseyUniversityNZ**