



**Business  
Masters**

# Master of International Business

## Likely roles include:

- Export analyst
- International marketing representative
- Business development manager
- International relations consultant

## 240 points; 18 months

The Master of International Business is an 18-month coursework masters degree programme designed for graduates who are looking for international career opportunities.

You will gain the knowledge, practical skills and networks to engage in the rapidly changing global marketplace.

## Career prospects

Our professional masters programmes are designed to prepare you for the workplace and help you stand out in a competitive job market.

Master of International Business graduates will be well equipped to enter internationally oriented organisations such as exporters, global consumer or

industrial goods manufacturers, and trade development and promotion agencies.

## Degree structure

**The Master of International Business is an 18-month, 240-point programme studied over six quarters.**

You will study core business courses along with specialist international business courses and a consultancy project.

You will also complete two professional development modules as an important

component of your degree. These will equip you with the professional skills that you will need to enhance your employability and success in the business world.

Core	Core	Specialisation in in International Business	Specialisation in International Business	Advanced Specialisation in International Business	Advanced Specialisation in International Business
1	2	3	4	5	6
<ul style="list-style-type: none"> <li>• Managing People and Organisations</li> <li>• Economics for Managers</li> </ul>	<ul style="list-style-type: none"> <li>• Financial Reporting and Control</li> <li>• Principles of Business Analytics</li> </ul>	<ul style="list-style-type: none"> <li>• International Business Environment</li> <li>• International Business Strategy</li> <li>• Professional Development</li> </ul>	<ul style="list-style-type: none"> <li>• International Trade and Finance</li> <li>• Competing in Asia</li> <li>• Communicating Business Insights</li> </ul>	<ul style="list-style-type: none"> <li>• Strategic Management</li> <li>• Marketing Management</li> <li>• Branding Strategy</li> </ul>	<ul style="list-style-type: none"> <li>• Consultancy Practice</li> <li>• Consultancy Project for MintBus</li> </ul>

See overleaf for more  
detailed course descriptions



## Course descriptions

Core	BUSMGT 711 - 15 points Managing People and Organisations	Focuses on the foundations of organisational behaviour and managing within the workplace. Examines the challenges that managers and leaders face in managing people and organisations.
	BUSMGT 712 - 15 points Principles of Business Analytics	Focuses on fact-based and data-driven decision making in a volatile, uncertain, complex, and ambiguous (VUCA) world. Examines decision biases and tools to overcome decision making under VUCA.
	BUSMGT 713 - 15 points Financial Reporting and Control	Focuses on essential accounting knowledge for effective resource allocation and for quantifying, assessing, and communicating information about the health of the enterprise.
	BUSMGT 714 - 15 points Economics for Managers	Examines attributes and behaviours of consumers, firms, markets and institutions and their impacts on the macroeconomy. Focuses on the micro and macroeconomic aspects of market actors from a managerial perspective.
Specialisation	BUSMGT 741 - 15 points International Business Environment	Provides an understanding of macro-environment issues that businesses operating internationally face. Develops students' analytical thinking and decision making skills with the use of analytical tools and case studies.
	BUSMGT 745 - 15 Points International Business Strategy	Explores strategic aspects of managing a firm in an international context. Emphasizes the development of skills to understand and analyse the issues that firms face in operating in international markets and value chains, and the emergence and development of business and corporate level international business strategy.
	BUSMGT 707 - 15 Points Professional Development	Develops key interpersonal strategies and communication skills to become an agile, reflective professional and to manage the professional self effectively and cooperatively in a range of business environments. Enhances the emerging manager's ability to lead and influence others in both cross-cultural contexts and uncertainty.
	BUSMGT 742 - 15 points International Trade and Finance	Provides an understanding of the trade and financial environments within which organisations operate. Focuses on the challenges organisations face when making business decisions with regard to international trade and finance.
	BUSINT 743 - 15 points Competing in Asia	Develops highly specialised knowledge about the changing institutional and business environments in key economies in the Asia-Pacific region. Requires independent research and analysis to critically evaluate the implications of such changes for innovation, business strategy and understanding customers.
	BUSMGT 708 - 15 points Communicating Business Insights	Equips students with the ability to utilise data visualisation tools and techniques in crafting and adapting data communication strategies for different types of audiences. Develops critical evaluation of the presentation of data and the implications for ethical communication.
Advanced specialisation	BUSMGT 717 - 15 points Strategic Management	Applies core conceptual frameworks in the evaluation and formulation of corporate and business strategy. Includes topics such as innovation, diversification and strategic change.
	BUSMGT 751 - 15 points Marketing Management	Focuses on the core concepts and principles of marketing theory and practice using examples from New Zealand and overseas.
	BUSMGT 756 - 15 points Branding Strategy	Develops the essential frameworks and tools for operating in specialised marketing agencies such as advertising, branding, media, PR, or simi-lar. Examines the work of marketing agencies, and equips students with a mobile repertoire of practical skills required by marketing agencies.
	BUSINT 710 - 15 points Consultancy Practice	Develops the tools and frameworks required to engage in consultancy work. Engages students in problem framing, identifying and employing appropriate methodologies, and developing and presenting solutions to specific problems. Considers the dynamics of client-consultant relationships.
	BUSINT 711 - 30 points Consultancy Project for MIntBus	A research-informed consultancy project based on an international business internship with a company or other appropriate organisation with written and oral reports of the findings.

The information in this document is provided as a general guide only for students and is subject to alteration.