Whitireia NEW ZEALAND | WelTec Te Whare Wānanga o te Awakairangi

# Postgraduate

## Information Technology, Management, and Professional Practice



# POSTGRADUATE

Advance your education and application to your field of practice with our postgraduate programmes. You'll gain specialised knowledge in your chosen field of expertise, allowing you to take those skills and apply them in your workplace.

| | | Level | Full-time | Part-time available | Study at Whitireia Porirua Campus | Study at Petone Campus | Blended | Block course |
|---|---|---|---|---|---|---|---|---|
| **Professional Practice** | | | | | | | | |
| Postgraduate Certificate in Professional Practice | 17 weeks | 8 | • | • | | • | • | • |
| Postgraduate Diploma in Professional Practice | 1 year | 8 | • | • | | • | • | • |
| Master of Professional Practice | 18 months | 9 | • | • | | • | • | • |
| **Management** | | | | | | | | |
| Postgraduate Certificate in Management | 17 weeks | 8 | • | • | | • | • | |
| Postgraduate Diploma in Management | 1 year | 8 | • | • | | • | • | |
| Master of Management | 18 months | 9 | • | • | | • | • | |
| **Information Technology** | | | | | | | | |
| Postgraduate Certificate in Information Technology | 17 weeks | 8 | • | • | | • | • | |
| Postgraduate Diploma in Information Technology | 1 year | 8 | • | • | | • | • | |
| Master of Information Technology | 18 months | 9 | • | • | | • | • | |
| **Design** | | | | | | | | |
| Master of Design | 18 months | 9 | • | • | | • | | |

# Master of Management

Level 9

18 months, full-time (part-time options available)

Domestic fees: $11,190 (indicative for 2027)

International fees: $40,500* (indicative for 2027)

**Domestic Start Dates**
01 Mar 2027 (Petone)
19 Jul 2027 (Petone)

**International Start Dates**
01/03/2027
19//07/2027

180 credits

Advance and deepen your knowledge within a specialised field of management and extend your intellectual, leadership and strategic capabilities. You can choose to specialise in marketing, information systems, digital business, hospitality or finance. Take the next step in your career or use this programme as a pathway to doctorate studies.

## More detail about this qualification

Complete your Masters of Management, a 180-credit programme, in either 18 months full-time or up to 5 years part-time.

Choose between a research or coursework pathway. Research pathway includes a thesis, dissertation or applied research project.

Courses in this programme will help you advance and deepen your knowledge within the management discipline. It will extend your intellectual, leadership and management capabilities.

Take this next step in your career and/or use this programme as a pathway towards your doctorate studies.

Graduates of the Master of Management programme will be able to:

- Communicate effectively (orally, visually and in writing) with people of different cultures
- Work effectively in bicultural and multicultural teams and exercise leadership as required
- Engage in rigorous intellectual analysis, criticism and problem-solving
- Apply advanced knowledge in management studies and associated intellectual, leadership and strategic capabilities to practical and new situations
- Critically evaluate current literature and research findings in management studies and their application in organisations
- Identify, analyse and address ethical issues in leadership and management in practical and applied situations
- Plan, execute and complete a piece of original research or an applied research project, relevant to industry stakeholders
- Undertake further postgraduate study

## What you will learn

## Compulsory courses

**BUS8400 Research Methods in Management - 15 credits**

Learn the required skills to undertake academic and applied management research using a variety of quantitative and qualitative research methods and to identify and manage their limitations and associated ethical issues.

## Elective courses

**Marketing Specialisation**

**BUS8404 Consumer Behaviour â 15 credits**

Introduction to advanced research in consumer behaviour and audience behaviour as it relates to the receiving and processing of advertising communications, and to provide a foundation for critical thinking for the development of marketing communication strategies.

**BUS8416 Strategic Marketing â 15 credits**

Formulate strategies and recommendations for a product or service, based on sound analysis of

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relevant key markets and corresponding environments.

**Digital Business Specialisation**

**BUS8423 Analytics and Data Science for Managers â 15 credits**

Examine the role of data analytics and data science for contemporary business and digital strategies, together with the sources and meaning of data for business decision makers.

**BUS8424 New Technologies and Digital Business Models â 15 credits**

Examine the impact of disruptive technologies such as Artificial Intelligence (AI), Machine Learning, the Internet of Things (IoT), and Blockchain on business strategy expressed by the business model. Introduces you to the use of the new technologies to innovate and transform a company to a new digital business model.

**Finance Specialisation**

**BUS8407 Financial Analysis â 15 credits**

Evaluate a range of financial methods and approaches to make financial decisions.

**BUS8411 Investment Analysis â 15 credits**

Expose Ä konga to broader and deeper treatment of investment methods to enable Ä konga to work as finance professionals or become sophisticated individual investors.

**Information Systems Specialisation**

**BUS8402 Business Analysis - 15 credits**

To enable students to manage all aspects of business process development.

**BUS8409 Information Management - 15 credits**

To develop a managerial perspective on the strategic use of information systems (IS) in organisations in order to manage information as a critical resource through planning, developing, implementing and evaluating information.

**Hospitality Specialisation**

**BUS8405 Contemporary Issues in Hospitality - 15 credits**

Discuss and analyse complex implications of contemporary issues in hospitality management and their impact on the industry, based on sound understanding of advanced concepts, theories, applications and current research in hospitality management.

**BUS8415 Strategic Hospitality Management - 15 credits**

Suggest strategies to improve efficiencies in hospitality operations management by critically analysing existing business models.

## Career options

Graduates of the Master of Management may find employment in business, education, government, health, hospitality, industry or the community sectors as a Business Analyst, Business Development Specialist, General Manager, Manager, Marketing Analyst, Marketing Manager, Operations Manager, and Team Leader. In some instances, further work experience may be required.

## Entry requirements

This qualification requires a computer or laptop for self directed study.

**Domestic**

Applicants will have completed all requirements of a Bachelor's degree (or equivalent) in business or related subject with at least a B grade average (65%) at level 7 (or 8).

Applicants holding a Bachelor's degree (or equivalent) in a discipline or subject area other than business may be admitted to the programme if deemed by the Programme Manager to have acquired additional skills and knowledge through relevant work experience equivalent to the above.

Relevant work experience means at least three years in a Manager or Senior Manager role in marketing,  information systems, general management, or similar. A full CV / Resume is required together with supporting documents that demonstrate the nature of the employment and key responsibilities of the work performed.

*Domestic fee displayed is for 18-months, or 1.5 years of study (equivalent to 180 credits) but is subject to annual fee increases.

**International**

International students IELTS 6.5 (with no band below 6.0) or equivalent.

**International fee displayed is for 1.5 years of study (equivalent to 180 credits). For fee exclusions, please see our* terms and conditions*. International ākonga study grants are available. Contact: international@wandw.ac.nz for eligibility details.*

## Related study options

Graduates of the Master of Management who have completed a 90 credit thesis with a good

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grade and obtained good grades across their level 8 courses, usually a B+ average, may be admitted to doctoral programmes in New Zealand or overseas, or other postgraduate programmes.

**Course selection sheet**

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