Victoria University of Wellington has been awarded five stars overall in the QS global university ratings. In addition, the University received five stars in each of the eight categories.

GLOBAL THINKING IN A CONNECTED WORLD

Choose from the Master of Global Management (MGMgmt) or the Master of Global Marketing (MGMktg).

BUILD ON YOUR UNDERGRADUATE DEGREE TO GAIN VALUABLE SKILLS IN MANAGEMENT, MARKETING AND BUSINESS.

These programmes offer a broad foundation in modern business and explore how global connectivity impacts and influences the way business is done.

Pave the way for a career in global logistics, international business development, import and export management and international brand management.
THE PROGRAMME

These 180-point taught Master’s degrees can be completed within 12 months (three trimesters) of study. The programme is in three parts, each of 60 points.

PART 1

Part 1 (Trimester Three) lays the foundations for the two core disciplines, sets these in a global context and introduces other background material that is key for progression into Part 2. You will have a basis for informed choice about which degree to pursue. Students normally complete Part 1 before progressing to Part 2. Exiting with a postgraduate certificate will be possible after successfully completing Part 1.

PART 2

Part 2 (Trimester One), is the stage of the programme when you will be able to select your specialisation. You will complete four courses with either a management or marketing focus.

PART 3

Part 3 (Trimester Two) is the capstone, with all students taking the Global Strategy and Managing across Cultures courses.

In this trimester, you’ll also complete a 30-point practical project. You will gain international experience through a consultancy project, where you’ll be partnered with an organisation and use theory to resolve a business issue, or you can complete a research project in which you’ll investigate a theoretical aspect of a contemporary topic in management or marketing.

THE COURSES

Part 1 (Trimester Three)

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
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<tbody>
<tr>
<td>GBUS 511</td>
<td>Global Business Environment</td>
<td>15</td>
</tr>
<tr>
<td>GBUS 512</td>
<td>Management Theory and Practice</td>
<td>15</td>
</tr>
<tr>
<td>GBUS 513</td>
<td>Strategic Marketing</td>
<td>15</td>
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<tr>
<td>GBUS 514</td>
<td>Accounting for Managers</td>
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Part 2 (Trimester One)

Global Management stream

<table>
<thead>
<tr>
<th>Course</th>
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<tbody>
<tr>
<td>GBUS 521</td>
<td>Supply-Chain Management</td>
<td>15</td>
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<tr>
<td>GBUS 522</td>
<td>Innovation and Value Creation</td>
<td>15</td>
</tr>
<tr>
<td>GBUS 523</td>
<td>Ethics and Sustainability</td>
<td>15</td>
</tr>
<tr>
<td>GBUS 524</td>
<td>Leadership and Change</td>
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Global Marketing stream

<table>
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<tr>
<th>Course</th>
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<tbody>
<tr>
<td>GBUS 531</td>
<td>Analysing Markets</td>
<td>15</td>
</tr>
<tr>
<td>GBUS 532</td>
<td>Consumer Behaviour</td>
<td>15</td>
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<tr>
<td>GBUS 533</td>
<td>Marketing Communications</td>
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<td>GBUS 534</td>
<td>Contemporary Marketing</td>
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Part 3 (Trimester Two)

<table>
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<th>Course</th>
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<tr>
<td>GBUS 541</td>
<td>Global Strategy</td>
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<tr>
<td>GBUS 542</td>
<td>Managing across Cultures</td>
<td>15</td>
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<tr>
<td>GBUS 580</td>
<td>Consultancy Project</td>
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<tr>
<td>GBUS 581</td>
<td>Research Project</td>
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</tbody>
</table>
GAUTHAM KRISHNA
Student, Master of Global Marketing

I chose Victoria University because it provides an infrastructure of high standards, complemented by world-class staff. The cultural diversity among students and staff is a crucial advantage as I am exposed to a variety of ideas and methods used by different individuals. The University provides a healthy learning atmosphere.

This programme provides in-depth knowledge and exposure to various challenges in the marketing sector. Since global marketing deals with a variety of cultures around the world, this programme is a perfect starting point for students to improve their skills and abilities and devise strategies to use in the workplace.

The programme has definitely improved my critical thinking skills. Conducting my first individual presentation in the presence of the marketing director of a real company has been my proudest moment by far. It boosted my confidence to a higher level.

Victoria University is a perfect representation of Wellington. It has a large community of different nationalities getting along in harmony and it has world-class infrastructure, just like the city itself. My most favourite thing about Wellington is the multiculturalism. Every day I get to meet people from all over the world.

MEGHAN RICHARDS
Student, Master of Global Marketing

I wanted to further my knowledge in a specialised field of study after completing my Bachelor of Commerce and the University welcomed me back with open arms.

The global aspect of the Global Marketing programme has put all business practices and general interactions into perspective for me. The smaller class size means that lectures are more personal, so students have the opportunity to approach lecturers and other students easily.

Victoria University has allowed me to build connections in the business world, whether it be through lecturers, events or just networking. In this programme, we get the option to visit and work with an organisation, doing both internal and external research and then placing the work in a global context.

Studying near the Beehive and among other public organisations has shown me the impact that hard work has on the wider community. Every person plays a part in society, whether it be big or small, and studying in this bustling CBD has proven that each individual is needed to keep things running smoothly.
ENTRY REQUIREMENTS

You will need:

- a Bachelor’s degree with at least a B– average, or extensive practical, professional or scholarly experience
- to be accepted by the programme director as being capable of proceeding with the proposed course of study.

START DATE

These qualifications commence in Trimester Three (November) each year.

Apply by 1 November to start studying on 19 November.

WORKLOAD

The workload for this programme is 150 hours per course. If you are studying full time, you can expect to study 40–45 hours a week for much of the year.

HOW TO APPLY

To apply, go to [www.victoria.ac.nz/mgmm](http://www.victoria.ac.nz/mgmm)

When you submit your application, you’ll also need to provide a 500-word statement of purpose outlining your career ambitions for the next five to 10 years and why you think this qualification will help you achieve them.

Make sure you enrol as early as possible, as our courses are popular and fill up quickly.

Dr Eldrede Kahiya
Programme Director
TRIPLE CROWN ACCREDITATION

Victoria Business School is among 1 percent of business schools worldwide to hold the triple crown of international accreditations, along with accreditations from industry and professional bodies.
General enquiries:

✉ commerce@vuw.ac.nz
🌐 www.victoria.ac.nz/mgmm

International students should contact:

Victoria International

📞 +64-4-463 5350
📍 +64-4-463 5056
✉ victoria-international@vuw.ac.nz
🌐 www.victoria.ac.nz/international