

Master of Business Development (Innovation and Product Management or Technology Commercialisation)

Studying 100% online liberates you from time and place

PROGRAMME OVERVIEW

The Master of Business Development in Innovation and Product Management or Technology Commercialisation will provide you with the capabilities required to advance in a variety of business development roles. This programme is designed for graduates of engineering, health sciences, humanities, science or technology, business or health sciences degrees, and is ideal for early-to-mid career professionals, with at least three years of relevant experience, who wish to pursue further studies specialised within business development on a part-time basis. This programme provides you with the opportunity to learn a diverse set of practical skills required to develop businesses through either Innovation & Product Management, or through Technology Commercialisation. Depending on the specialisation chosen these include: customer insight, market assessment, translating business-to-technical requirements, developing business cases, market validation, protecting intellectual property, obtaining funding, and developing commercialisation strategies. These specialisations will be of interest to those wanting to accelerate their careers by developing knowledge and skills that are in-demand by large companies and start-ups alike. The programme will also appeal to aspiring founders who want to gain a better understanding of the product development processes. If you want to advance your career and acquire the knowledge, mindset, personal and professional skills required for to achieve your potential in a dynamic and increasingly global and technology-driven business environment, this programme is for you.

WHY STUDY WITH US?



Accelerated Learning

Complete this part-time programme in 18-months to 36-months, all while you work.



100% Online

This programme is 100% online so you can study in your own time from anywhere in the world.



Flexible Learning

We know you are busy, so each course is thoughtfully designed to be flexible yet structured to help you gain the knowledge you need in the time you have.



Community

Be part of a supportive online community of like-minded peers in a collaborative digital learning environment.



Dedicated support

From your initial inquiry, to application and to graduation, you will be supported by your own advisor throughout your student journey. You will also have the opportunity to connect in real time with instructors and peers to share ideas and feedback.

A WORLD CLASS EDUCATION

Top University in New Zealand

The University of Auckland is the top University in New Zealand and ranked 81st overall in the 2020 QS World University Rankings so you can be confident that our education is among the best in the world.

Ranked in the Top 10 globally for Impact

The University of Auckland was ranked in the Top 10 in the World by the 2019, 2020 and 2021 Times Higher Education World University Impact rankings, assessed against the United Nations' sustainable development goals across three broad goals: research, outreach, and stewardship.

Triple Crown Endorsed Business School

The University of Auckland Business School is accredited by AACSB International, EFMD-EQUIS and AMBA. Only 1% of business schools worldwide have this Triple Crown endorsement, meaning that our Business School is benchmarked against the best in the world. The three accreditations are awarded as a result of rigorous quality assessment processes. This Triple Crown is our students' assurance that the University of Auckland Business School provides programmes of the highest quality and meets the highest international standards.

Most innovative university in New Zealand

The University of Auckland has been ranked 1st in New Zealand in the Reuters' ranking of Asia Pacific's Most Innovative Universities – 2019.

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PROGRAMME SUMMARY

The Master of Business Development in Innovation and Product Management is for those who want to advance their knowledge about innovation and product management. During this degree, you will learn to develop advanced capabilities in a mix of practical and theoretical areas of study related to the processes that underpin the growth and success of business. In particular, you will sharpen your knowledge and skills in customer insight, market assessment and translating business-to-technical requirements, and you will also study the latest trends in sustainable product management, resource allocation, developing business cases, and monitoring product performance and more.

Starting dates	Duration	Number of Courses	Workload	Programme Fees*
Taught 120-points: Quarter 4: 13 September 2021 Quarter 2: 4 April 2022	Taught 120-points: 24 months	Taught 120-points: 7	Taught 120-points: 15 hours per week	Taught 120 points: \$9,774 - \$9,871
Taught 180-points: Quarter 4: 13 September 2021 Quarter 2: 4 April 2022	Taught 180-points: 24-36 months	Taught 180-points: 11	Taught 180-points: 15 or 30 hours per week	Taught 180-points: \$14,612 - \$14,758 (24 months) \$14,808 - \$14,955 (36 months)

*The programme fees are indicative and estimates only. Fees are set in advance of each calendar year and will be updated on this brochure. Fees are inclusive of 15% GST, but do not include the Student Services Fee, course books, travel and health insurance, or living costs. Fees will be confirmed upon completion of enrolment into courses.

PROGRAMME STRUCTURE

The 180-point programme consists out of 11 courses, and the 120-point programme consists of 7 courses. Each course runs over a 10-week quarter; the last course (30 points) runs over two quarters, allowing you to take one course at a time and complete this programme in 18 to 36-months. The 180-point programme has the added flexibility to accelerate the programme and take 30-points per quarter for the first 120-points of the programme. The 2021-2022 Quarters start on the following dates:

2021

- Quarter 2: 29 March
- Quarter 3: 21 June
- Quarter 4: 13 September

2022

- Quarter 1: 10 January
- Quarter 2: 4 April
- Quarter 3: 27 June
- Quarter 4: 19 September

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Course Code	Course	Description	Points
BUSDEV 711 (180 only)	Business in a Changing World	Examines the implications of disruptive technologies such as AI, blockchain and deep learning. Focuses on enabling managers to understand various disruptive trends such as aging populations, global shifts in economic power and urbanisation. Analytical tools, concepts and perspectives are provided which help managers analyse and put forward recommendations on how to navigate disruptive trends and technologies.	15
BUSDEV 712 (180 only)	Financial Management	Develops an understanding of the financial implications of the decisions managers make and methods for ensuring clear communication of those decisions to various primary and secondary stakeholders. Fundamental techniques and tools required to manage finances and accounts are examined including assessing business feasibility, identifying suitable sources of financing and effectively communicating financial performance information.	15
BUSDEV 713 (180 only)	Sustainable Value Chains	Explores the reasons for creating value for multiple stakeholders, while striking a balance between growth and sustainability in private and public organisations. Examines the ways in which sustainable value is created through effective and efficient operations, information systems, and supply chain management. Focuses on process design for productivity and sustainability, particularly in uncertain and complex business contexts.	15
BUSDEV 715 (180 only)	Contemporary Marketing	Explores highly dynamic business environments and how ongoing digital transformation creates dramatic changes in the role of marketing. Develops an understanding of how collaboration with various stakeholders (e.g. customers, partners and competitors) can create and sustain value. Focuses on the theory and practice of contemporary marketing.	15
BUSDEV 722	New Product Development Processes	Develops the knowledge and capabilities to lead new product development processes and launch products into the market. Examines practices for customer insight, design, prototyping, product planning, and go-to-market strategies.	15
BUSDEV 723	Product Management	Considers the product manager's role in developing and leading product strategy, managing a product portfolio, and helping to foster innovation. Develops capabilities to foster collaboration between functions, manage projects, develop persuasive business cases, and manage products throughout their lifecycle.	15
BUSDEV 724	Designing for Sustainability	Addresses challenges in designing for sustainability, including lifetime and disposal costs, environmental and social impacts, compliance issues, and tensions between corporate responsibility and profit generation. Explores contemporary topics like eco-innovation, circular economy, and social enterprise.	15
BUSDEV 731	Business Analytics	Addresses the conditions of uncertainty under which more traditional methods of business analytics cannot always be applied. Explores how effective business analysis requires a systematic and multi-disciplinary approach to help drive business success. Examines various analytical methods to aid managerial decision making.	15
BUSDEV 780	Personal and Team Leadership	Focuses on developing personal and team leadership capabilities within complex, uncertain and creative business contexts. Provides tools and techniques to develop leadership capabilities and self-awareness. Engages students in personal development experiences which enable them to reflect on their strengths and weaknesses and encourages approaches to leadership that are well-suited to current and future work contexts.	15
BUSDEV 781	Managing Collaborative Projects	Focuses on managers' responsibilities and challenges when leading, organising and working within collaborative projects. Explores and evaluates various distributed collaboration tools used to establish and manage project teams. Planning, control, and execution models for capstone projects are reviewed and critiqued. Develops skills in the facilitation and effective management of complex collaborations and project team-dynamics within and beyond organisational boundaries.	15
BUSDEV 782	Capstone Project	Working with a client's real-world and real-time problem, students will choose, integrate, and apply theories, frameworks and tools to understand the problem, and subsequently generate and iterate possible solutions. Plans, reports and presentations will be produced and communicated with the intention of informing and influencing clients and affected stakeholders	30

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The Master of Business Development (MBusDev) is a flexible, practitioner-focused, masters degree (180-points). It has three parts. Part I: 60 points of required courses, Part II: 60 points in your chosen specialisation; and Part III: 60 points of advanced courses, including an applied project in your chosen field.

There is a choice of two specialisations: Innovation & Product Management, and Technology Commercialisation.

Innovation & Product Management

Learn how leading product strategy is developed, through to the ongoing product management and product innovation

Career opportunities: Innovation Manager; Business Development Manager; New Product Development Manager/Consultant

Technology Commercialisation

Identification and management of opportunities to leverage technology and commercialisation to create and capture value

Career opportunities: Technology Transfer Officer/Manager; Commercialisation Programme Manager; Commercial Research Advisor/Manager

Launches: Quarter 2, 2022

DIRECT ENTRY PATHWAY FOR GRADUATES

Direct entry to the MBusDev is available to applicants with a completed undergraduate degree with a minimum GPA of 4.0 and at least three years' relevant experience. A 120-point fast-track option comprising Parts II and III is available to graduates with either an honours degree or a Postgraduate Diploma in Business.

The 180-point programme may be completed in 24–36 months, depending on whether a student chooses to complete one course (15 points) or two courses (30 points) per quarter. The 120-point programme may be completed in 24 months.

Master of Business Development (180 pts)

Part I
(60 pts)

Part II Specialisation
(60 pts)

Part III (Includes applied
project)
(60 pts)

ENTRY PATHWAY FOR NON-GRADUATES

Applicants without a first degree who have at least five years' relevant work experience can enter the MBusDev through our Postgraduate Diploma in Business (PGDipBus) pathway. By completing a PGDipBus in Business Development (120 points) with a GPA of 4.0, you can enter the MBusDev 120-point track and will complete Parts II and III. We encourage you to talk to one of our advisers to discuss whether this is the best pathway for you.

Postgraduate Diploma in Business (120 pts)

PGDipBus Core
(60 pts)

Part I
(60 pts)

Master of Business Development (120 pts)

Part II Specialisation
(60 pts)

Part III (Includes
applied project)
(60 pts)

EXIT OPTIONS AND QUALIFICATIONS

Students who commence the MBusDev and are unable to continue in the programme may elect to reassign their completed courses to either a Postgraduate Diploma in Business Development (120 points) or a Postgraduate Certificate in Business Development (60 points). Students are encouraged to discuss this option with their adviser should their personal or work circumstances prevent them from continuing.