



**MASSEY**  
UNIVERSITY  
TE KUNENGA KI PŪREHUROA

UNIVERSITY OF NEW ZEALAND

**MASSEY**  
BUSINESS  
SCHOOL

TE KURA WHAI PAKIHI

# MASTER OF MANAGEMENT

## 管理硕士

NOW AVAILABLE TO COMPLETE IN ONE YEAR  
AT OUR MANAWATŪ CAMPUS (ONLY)

为期仅一年的学制，只在北帕校区



### Specialisations in:

专业领域:

Communication 传播学

Financial Economics 金融经济

Human Resource Management

人力资源管理

Management 管理

Marketing 市场营销



[massey.ac.nz/master-management](https://massey.ac.nz/master-management)

# Part One 第一部分

## CORE COURSES 主修课程 - 第一学期

### 2 x 15 credits each 2科 15 学分的课程

- 115.758 Interpersonal Communication at Work (S1)  
职场上的沟通传播
- 115.759 Current Issues in Business (S1)  
现今商业社会的议题和讨论

## SPECIALISATIONS - CHOOSE ONE FROM: 专业科目 - 从下列主题中选一项

3 x 30 credits each 3科 30学分的课程

### COMMUNICATION 传播学

- 219.702 Management Communication (S1)  
管理沟通 (第一学期)
- 219.703 Perspectives in Business Communication (S2)  
商业沟通的观点 (第二学期)
- 219.704 International and Intercultural Communication (S2)  
跨国际与跨文化的沟通 (第二学期)

### FINANCIAL ECONOMICS 金融经济

- 178.703 The Theory and Practice of Economics (S1)  
经济的理论与实践 (第一学期)
- 125.700 Managerial Finance (S2)  
管理金融 (第二学期)
- 125.740 Advanced Investment Analysis (S2)  
高级投资分析 (第二学期)

### HUMAN RESOURCE MANAGEMENT 人力资源管理

- 114.702 Human Resource Management and Workplace Relations (S1)  
人力资源管理及职场关系 (第一学期)
- 114.722 Advanced Organisational Behaviour (S2)  
高级组织行为学 (第二学期)
- 114.735 Competitive Advantage and HRM Strategy (S2)  
竞争优势与人力资源管理策略 (第二学期)

### MANAGEMENT 管理

- 152.700 Organisation and Management (S1)  
组织与管理 (第一学期)
- 114.722 Advanced Organisational Behaviour (S2)  
高级组织行为学 (第二学期)
- 152.704 Business and Sustainability (S2)  
商业与可持续性 (第二学期)

### MARKETING 市场营销

- 156.700 Essentials of Marketing (S1)  
市场营销概论 (第一学期)
- 156.757 Marketing Strategy (S2)  
市场营销策略 (第二学期)
- 156.758 Advanced Social Marketing (S2)  
高级社会营销 (第二学期)

# Part Two 第二部分

## 1 x 60 credit 1科 60 学分的课程

- 152.894 Professional Practice (Summer School, SS)  
专业实习 (夏季学期SS)  
To enrol in the final course 152.894, you will need to apply using Special Request in course enrolment. Please contact an Academic Adviser for further information.  
如果申请注册最后一门课程152.894, 请使用课程注册的“特殊要求 (Special Request)”功能。详情请与Academic Adviser (学术指导) 联系。



## Massey University - Manawātū Campus

### 梅西大学北帕校区

The **Manawātū campus** is Massey's original campus with lovely heritage buildings and park-like grounds located near Palmerton North city. It is one of the best places in the country to experience the real student lifestyle with around 40% of the population studying.

A bustling city with a relaxed atmosphere, Palmerston North offers the sophistication and diversity of a major city, with the freedom and space of a provincial centre. The community is diverse but close-knit, where newcomers are warmly welcomed.

北帕校区是梅西大学最原始的校区。它不但拥有具历史意义的建筑, 还有公园一般的景观, 且非常靠近北帕市。北帕市有40%的人口是学生, 这里是体验真实学生生活最佳的地方。北帕市很繁华, 又有休闲的氛围, 是一个有品味且多样化的大城市, 具有自由和空间供您驰骋。小区虽包含多种族, 但大家紧密相连, 且热烈欢迎每一个新来的人。

Visit [manawatunz.co.nz](http://manawatunz.co.nz) to find out more

到 [manawatunz.co.nz](http://manawatunz.co.nz) 探索更多信息

Our **Contact Centre** is available to provide information about Massey University programmes and can direct you to our team of friendly academic advisers.

梅西大学联系中心为您提供有关梅西大学课程的信息, 也可以为您联系到相应的学术指导老师进一步咨询。

Telephone: 0800 MASSEY (0800 627 739)

Telephone (from outside NZ): +64 6 350 5701

Email: [contact@massey.ac.nz](mailto:contact@massey.ac.nz)



## APPLY NOW FOR 2020

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