

MASTER OF MANAGEMENT

LEADING RANKINGS AS
**SA'S #1 INSTITUTION
IN MANAGEMENT**

ERA, 2015

INFORMED BY
RESEARCH RANKED
ABOVE WORLD-CLASS
IN MANAGEMENT,
MARKETING AND
BUSINESS

ERA, 2015

PAIRED WITH A SENIOR
BUSINESS EXECUTIVE,
GAIN **INVALUABLE
INDUSTRY INSIGHTS**
AND EXPERT ADVICE

Apply for our Executive Partners Program

Program code: DMMX
Duration: 1.5 years full-time
Intake dates: Feb, Jul
Part-time option: Yes

There are a myriad of challenges facing managers today with advancements in globalisation, technology and the changing nature of society. In order to survive, compete and grow in a dynamic global business environment, it is vital that managers are equipped with leading-edge knowledge, methods and tools.

Our management programs will provide you with the advanced knowledge and skills to lead organisations and achieve business objectives in an efficient and effective manner. They will prepare you to be a leader and decision-maker, at the forefront of any business or organisation. Offering flexible learning options including part-time, online and intensive study options, the Master of Management will fit within your lifestyle and enable you to advance your career.



University of
South Australia

Business
School

MASTER OF MANAGEMENT

This program is offered in two flexible formats, depending on your professional development needs.

The generalist Master of Management comprises 8 core courses in management and 4 relevant business electives, providing a breadth of expert-level knowledge and skills across the key disciplines essential for management in business.

The specialist Master of Management comprises core management courses, 4 core specialisation courses and 4 electives, developing advanced specialist skills within a broad management framework.

SPECIALISATIONS

The Master of Management is designed to provide you with a broad range of management skills for advanced professional practice. If your interests are more aligned to a specific industry, you can elect to study one of the following specialisations.

Human Resource Management

The Master of Management (Human Resource Management) is designed and taught by academics actively involved in industry collaborative research. Drawing on international research and professional experience both locally and abroad means our courses are practical and relevant to today's environment.

The program will provide you with a comprehensive understanding of the broader business management environment, as well as the advanced knowledge and skills to attract, retain and develop productive employees in a sophisticated manner and for professional practice as a HRM specialist. As a qualified practitioner, you will be in high demand in both the public and private sectors in a range of senior HRM roles.

Marketing

The Master of Management (Marketing) program will equip you with the knowledge to make smarter marketing decisions, so that you can grow brands, gain market share, increase sales, and, more in general, assist you in decision-making and strategic development at senior levels. The program will prepare you for roles such as brand manager, communications/marketing manager or marketing director in a range of industries and sectors.

You will be taught by leading marketing scientists from the world-famous Ehrenberg-Bass Institute – the world's largest centre for research into marketing. The Institute is supported by some of the world's largest brands, like Coca-Cola, Mars, Unilever, and many others. You will have the unique opportunity to learn from the same experts that advise global brands, and to learn how the latest academic insights are being applied within industry settings.

Supply Chain Management

Integrated supply chain management involves linking strategies and operations between organisations, suppliers, manufacturers, distributors, wholesalers, retailers and customers across international borders. The Master of Management (Supply Chain Management) provides you with a combination of specialist theoretical and practical expertise to successfully deliver products and services to end users.

You will have the opportunity to engage with industry and apply your advanced knowledge in areas such as operations management and global supply chain management. Upon completion, you will be well placed to pursue opportunities in areas such as logistics, purchasing, operations, distribution, transportation and materials management. As supply chains lengthen and geographical locations broaden, skilled professionals are in high demand industry-wide.

Tourism and Event Management

The Master of Management (Tourism and Event Management) program qualifies you for a professional career in a global and dynamic industry. You will develop expertise to pursue a managerial career in areas such as event planning and recreation management.

If you are interested in interacting with other cultures, living and working overseas, or applying your skills in a vibrant business setting, the tourism and event management specialisation will prove invaluable. Upon completion, you will be well placed to pursue opportunities in areas such as hospitality, festivals, events and conferences, accommodation, sport, food and beverage, attractions, recreation, resorts and entertainment services.

CAREER OUTCOMES

The Master of Management will equip you with an advanced understanding of management systems, the tools to problem-solve in our global economy and the skills to pursue a leadership career in a range of business setting. The program will enable you to advance your management career in a broad range of industries, from public to private sectors, both locally and abroad

FEE INFORMATION

For information on program fees visit unisa.edu.au/fees

HOW TO APPLY

Applications for the Master of Management can be made via satac.edu.au/postgraduate

For more information

unisabusinessschool.edu.au/study/postgraduate/management

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International students: unisa.edu.au/Study-at-UniSA/International-students/Enquire-online/



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