

AUT

A FUTURE IN
MANAGEMENT

A group of business professionals in a meeting. A woman in a light blue shirt is smiling and looking down at a document. A man in a dark suit is leaning over the table, also smiling and looking at the document. Another person is partially visible on the left, looking towards the center. They are all in a professional setting, likely an office or conference room.

WHAT IS A CAREER IN MANAGEMENT LIKE?

The new world of business is characterised by globalisation, technology, projects and rapid change. All of these concepts require a strong grasp of the fundamentals of management, as well as a solid understanding of how to implement practical measures to achieve success.

Organisations of all sizes, types and industries need managers who can deal with the myriad demands of leadership in the modern environment. Profitability, sustainability, innovation, social responsibility, stakeholder relations, market share and resource utilisation are just some of the issues that managers must face, which make this a stimulating and challenging career direction.

A key aspect of management is the ability to get the best out of people, to motivate them and to integrate their own professional development with the requirements of the business. This calls for extremely well-developed interpersonal skills and emotional intelligence, allied to a strong sense of commercial awareness.

Are you agile, analytical and interested in leadership? Do you like the idea of developing innovative ways to make businesses and other organisations run as efficiently as possible? Would you enjoy working with a broad range of professionals and technologies? If so, a career in management would be great for you.

KEY CONCEPTS AND TRENDS

Positive employment situation for managers –

In February 2016, the New Zealand Herald reported that unemployment had reached a six-year low. As the economy grows, organisations will require more managers at all levels, across all industry sectors. Graduates who have the knowledge and skills of management – such as strategy, human resource management and sustainability awareness – will be desirable for roles that will lead into management roles once they gain experience.

Internationalisation – New Zealand's exposure to global markets, particularly in the Asia-Pacific region and through the Trans Pacific Partnership Agreement, indicates that there will be many opportunities for managers in the business sector, government agencies and professional and community organisations.

The digital economy and social media – Rapid changes in lifestyles and consumer needs, along with the growth of the digital economy in areas such as news, sport, music, television, movies and other entertainment, have led to demand for managers that feel comfortable engaging with the digital economy and social media. The huge rise in Twitter, Instagram, Facebook and LinkedIn has meant organisations need a social media presence in multiple aspects of business, from engaging with customers to attracting quality staff. This has created

opportunities for managers and human resource professionals that are conversant with social media tools and strategies and their application to business and other types of organisation.

Entrepreneurship and self-employment – The fast pace of change requires managers to develop organisational cultures that are innovative and entrepreneurial. Professionals in this field need to investigate not only entrepreneurship for businesses, but also social entrepreneurship, an exciting integration of business thinking, sustainability and social action.

The tourism and hospitality sector – The sector is predicted to be overtaking the rural sector as New Zealand's leading earner of export dollars. The yields resulting from this tourist driven boom are already drawing considerable new investment in hotels and tourism infrastructure. However, a key limiting factor in continued growth will be successful recruitment, development and retention of management staff – all of which require skilled management graduates.

Management roles in hospitality and tourism open doors to international careers because most hotel chains are multinational corporations that are actively seeking to develop management talent internationally.



WORK SETTINGS

Management professionals are most likely to find employment in all types of organisations – business, government and non-profits. They work regular hours, but may work weekends or evenings to meet deadlines.

Many organisations are switching to flexible working hours to reflect modern lifestyles and project-based requirements. Managers usually work in offices, but may travel to visit clients.

CAREER ROLE EXAMPLES

Graduates from management degrees are unlikely to move straight into management roles. They can expect to move from initial assistant, administration or customer service positions into areas of responsibility once they have proved themselves as capable workers. Following are some of the job titles they might aspire to after three or four years:

Human resources administrator/manager – works with line managers in the areas of recruitment and selection, training and development, performance management, remuneration, employment relations and health and safety.

Management consultant – works with external organisations, often in teams of diverse specialists, helping them solve business problems, enhance efficiency, or develop and implement strategy. May also manage or carry out projects that an organisation's staff may not have the time or expertise to undertake.

Small business operator – owns a business or is in a partnership with others in offering goods and/or services.

Project manager – manages the strategic, financial, operational and technological aspects of projects, across one or many businesses.

SKILLS AND KNOWLEDGE

- Strong critical enquiry and problem solving ability
- Knowledgeable about management concepts, theories and practices, especially those related to strategy, motivation and leadership
- Well-informed about local, national and international economic, political and social developments
- Ability to work collaboratively within and across organisations
- Excellent communication skills (written and oral)
- Sound cross-cultural understanding
- Very competent in analysing and interpreting information
- Highly skilled in the use of relevant information technology and social media
- Excellent planning and organising skills

PERSONAL QUALITIES

- Leadership qualities and organisational abilities
- Interest in change, development and improvement
- Able to prioritise
- Able to work well under pressure

SALARY GUIDE

	Salary (per year)
Customer service representative	\$37,000 – \$55,000
Customer service manager	\$70,000 – \$100,000
HR administrator	\$45,000 – \$60,000
HR manager	\$100,000 – \$130,000
Senior project manager	\$105,000+

Source – Hudson Salary Guide, 2015

Salary range is indicative of the early 2016 New Zealand job market and should only be seen as a guideline.

THE AUT APPROACH

AUT offers a major in management within both the Bachelor of Business and the Bachelor of International Tourism Management. Both offer a co-operative education (co-op) experience which enables practical application of learning in an industry environment. Students can do placements in New Zealand or overseas.

Recent placements for business students include:

- The Warehouse
- Vodafone
- Auckland Council
- Waitemata District Health Board

School of Hospitality and Tourism students get co-op placements in organisations such as the Hilton and IHG, as well as stand-alone boutique hotels like the Langham. Multi-site restaurant chains like HIPGROUP and Mexico Group also offer co-op positions in their management departments.

AUT is home to the Work Research Institute, which provides high quality research across a broad multidisciplinary programme concerned with people and work.

There is also a sports management major in the Bachelor of Sport and Recreation covered in a separate career sheet.

FURTHER STUDY OPTIONS

Management is a good subject for students from non-business faculties – both in terms of the course load and broader career options. From a career perspective, Management is an excellent subject to combine with other business subjects and with other majors from non business faculties. It is also a useful minor for those wishing to pick up international expert knowledge.

Postgraduate options in management include postgraduate certificate and diploma, honours, masters and PhD programmes.

Research specialisations include the following:

- Organisational change
- Strategic management
- Leadership
- Sustainability
- Motivation and engagement
- Gender and diversity

The School of Hospitality and Tourism offers postgraduate study in management in both the postgraduate diploma and certificate, as well as masters and PhD qualifications.

A full-page photograph of James Bradley, a young man with short brown hair, smiling and standing in front of a silver car. He is wearing a dark blue suit, a light blue shirt, and a patterned tie. His hands are clasped in front of him. The background shows a modern building with a staircase and other urban structures.

JAMES BRADLEY

Territory Manager, New Zealand King Salmon

Bachelor of Business in Management and Marketing

"I chose to study management because it felt like everything to do with business was covered in the course – people, psychology, commerce and so on. I especially liked the fact that we could tie in other subjects like entrepreneurship, which I found very relevant. The fact that the course was really applied and practical had strong appeal.

My co-op placement at Better Drinks then led to a graduate position, where I experienced different management styles and approaches in FMCG (Fast Moving Consumer Goods).

I am now working as a Territory Manager for NZ King Salmon (commonly known as Regal). In this role, I work with a range of clients such as supermarket owners and grocery buyers. I help them with long-term business strategy as well as securing deals for the company. I manage a demonstration person who works in supermarkets displaying and sampling products. I also oversee a customer service worker in Nelson who in turn takes direction when dealing with our joint customers, so I'm really enjoying putting the management learnings from the degree into practice.

I enjoy working with people and seeking out opportunities for growth. Customers love the brand and are enthusiastic about the product, but there are always techniques to manage relationships more effectively. It can be difficult to move clients from the short term perspective of shifting units immediately towards a longer-term strategic approach, but it's a challenge I enjoy.

In the future I'm interested in both field sales management and brand management roles in FMCG, perhaps moving into higher level management in terms of managing territory managers like me now. I'd definitely consider further study, and I'm also keen to head overseas to do this kind of work in international markets."

EMPLOYER COMMENT

"The key skills required for James' role are multi-level relationship building, strategic planning organisation, data interpretation and proficiency with trade calculations.

James brings energy and enthusiasm combined with a hunger for sales which sets him up well for this role. He has an ability to engage the appropriate people within the client organisation regardless of level. This is key to driving the higher level relationships that he is tasked with. He also has very good networking skills and a strong understanding of data and how that can be presented to maximise opportunities."

Rob Dudley

National Key Account Manager
Foodstuffs, New Zealand King Salmon

USEFUL WEBSITES

Institute of Management of New Zealand
www.imnz.net.nz

Human Resources Institute of New Zealand
www.hrinz.org.nz

Project Management Institute
www.pmi.org.nz

Institute of Management Consultants
www.imcnz.org.nz


Institute of Directors in New Zealand
www.iod.org.nz

FURTHER INFORMATION

For the most up-to-date information on Management studies and the Bachelor of Business, visit our website www.aut.ac.nz/management

FUTURE STUDENTS

Contact the Future Student Advisory team for more information: www.aut.ac.nz/enquire
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EMPLOYABILITY & CAREERS

For other Future Career Sheets visit:
www.aut.ac.nz/careersheets

For employability and career support, AUT students can book an appointment through
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The information contained in this career sheet is correct at time of printing, August 2019.

