

A FUTURE IN
**MANAGEMENT
& LEADERSHIP**





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 –

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.

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

International careers – Post lockdown the global economy has opened up. A globally mobile workforce is in demand and requires managers with cross-cultural skills, intercultural competency, and professional skills to deal with such diversity.

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 TikTok, 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 business for social impact, an exciting integration of business thinking, sustainability and social action.

More flexible work environments – Many organisations are switching to more flexible work arrangements to help lower employee stress and reflect modern lifestyles and project-based requirements. This includes hybrid work (working partly in the office and partly remote) and flexibility around start and finish times during office hours. This requires finding the right balance for employee and employer.

The tourism and hospitality sector – The sector is one of New Zealand's major export earners. There is 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 graduates can find work in the public and private sectors and with non-profit organisations. They usually work regular hours, but may work weekends and evenings to meet deadlines.

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.

Employment relations administrator/manager – manages the relationships between employee and employer. Works for organisations in areas such as people and organisation, or with unions. Includes negotiating payscales and wages, benefits, working conditions, and anti-harassment policies.

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, leadership and motivation
- 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)
- Knowledge and understanding of cross cultural diversity and inclusion
- Very competent in analysing and interpreting information
- Highly skilled in the use of relevant information technology and social media
- Excellent planning and organising skills
- Knowledge of Te Tiriti o Waitangi

PERSONAL QUALITIES

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

SALARY GUIDE

Salaries vary across each sector, depending on the size and location of the employer.

	Salary (per year)
Management graduates' starting salary range	\$55,000-\$70,000
Senior roles (depending on role and experience required)	\$120,000-\$200,000+

This information was accurate at the time of publication (early 2024) and should only be used as a guideline.

Keep up to date with salary data by visiting websites or signing up to salary guides, including:

Prosple Graduate Salary Guide

nz.prosple.com/on-the-job/whats-the-average-graduate-salary-in-new-zealand

Hays Salary Guide

hays.com.au/salary-guide

Robert Half Talent Solutions

roberthalf.co.nz/salary-guide

THE AUT APPROACH

AUT offers a Management and Leadership major in the Bachelor of Business, a Hospitality Management major in the Bachelor of International Hospitality Management and a Management major in the Bachelor of Sport and Recreation. All majors have a final-year workplace experience paper that gives students the opportunity to get practical experience in the workplace. Students can do placements in New Zealand or overseas.

Recent placements for business students include Te Toka Tumai (Auckland DHB), the Breast Cancer Foundation, Callaghan Innovation and Green Cross Health.

The School of Hospitality and Tourism students undertake work placements in organisations such as the Hilton and IHG and Accor hotels. Other placement organisations include Urban Gourmet and Tātaki Auckland Unlimited (previously ATEED).

AUT is home to the Work Research Institute, which provides high quality research about people and work.



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 majors from non business faculties. It is also a useful minor.

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

Research areas 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. Research includes gastronomy, global tourism, management and leadership.



GRACE BROADHURST

Account Executive at Sandpiper, and Shareholder & Advisor at FIZZLISS Ltd

Bachelor of Business (Honours) in Management

Bachelor of Arts in Event Management and Bachelor of Business in Market Insights: Marketing, Advertising, Retailing, Sales

“I decided to do an Honours in Management because I had done marketing and event management and wanted to evolve a different set of skills in relationship management to show I was committed to a management role within a company longer term.

You don’t immediately move into a management role on graduation. It is important to find people who are happy to mentor you, share their expertise and help you grow into management projects and roles. Real life experience and connections are crucial.

In my first role as sales coordinator for Warner Brothers Discovery, I managed day-to-day communications with external clients, campaign tracking and reporting and system regression testing, while shadowing the accounts manager who mentored me. Initially this drew on my event management and MARS qualifications, but my role eventually evolved. I took on new responsibilities such as helping to onboard new sales coordinators and distributing client workload. I even got the chance to be involved in the hiring process of new coordinators.

After 18 months I was approached through LinkedIn by Sandpiper and became employed with them as an account executive. While a PR and communications role, I’m also working in the research team and helping to onboard a new account exec and an intern and have recently completed my first account lead role for an international campaign. I loved the opportunity of project management. I really enjoy being able to delegate effectively within a team and being responsible for outcomes.

I also work as an advisor to FIZZLISS Ltd, a non-carbonated RTD company started by my brother Max and his best friend. I have a shareholding and work on this in the evenings and weekends. Max is a big ideas person, and my role is to help manage the business – ensuring things get followed up, relationships are maintained etc.

I help manage the streamlining of processes, the account management and provide structured support, as well as help with branding and communications.

I love applying the management knowledge and business acumen that I’ve learnt from WBD and Sandpiper into FIZZLISS.”

TIPS FOR BUDDING ENTREPRENEURS AND MANAGERS

“Have a business plan. Make sure you have a Plan A and Plan B. You need to be able to cover off your worst-case scenario so you know what you can fall back on when things don’t go to plan A. Management studies taught me you have to be prepared for any scenario. Structures are there for a reason.

Build and maintain relationships. Even when things are going smoothly, you must do things that show appreciation so you’re always relationship building and ensuring mutual benefits.”

USEFUL WEBSITES

The Institute of Management of New Zealand
imnz.co.nz

HRNZ
hrinz.org.nz

Project Management Institute of New Zealand
pmi.org.nz

Institute of Management Consultants New Zealand
imcnz.org.nz

Institute of Directors in New Zealand
iod.org.nz

Auckland Business Chamber of Commerce
aucklandchamber.co.nz


FURTHER INFORMATION

For the most up-to-date information on studying management, visit aut.ac.nz/management

For other future career sheets visit:
aut.ac.nz/careersheets

EMPLOYABILITY & CAREERS


For employability and career support, AUT students can book an appointment through <https://elab.aut.ac.nz/>

 @AUTEmployabilityandCareers

FUTURE STUDENTS

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

futurestudents@aut.ac.nz

 @FutureStudentsofAUT

CURRENT AUT STUDENTS

Contact the Student Hub Advisors team for more information: 0800 AUT UNI (0800 288 864)

aut.ac.nz/enquire | studenthub@aut.ac.nz

CITY CAMPUS

55 Wellesley Street East, Auckland Centrall

SOUTH CAMPUS

640 Great South Road, Manukau, Auckland

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