



POSTGRADUATE



# Otago MBA Short courses January/February

Each year the Otago MBA programme runs six short courses that are taken by Otago MBA students and inbound international MBA exchange students. Each of these courses is taught over three days, with all six courses being taught in a three-week period. The three weeks are intense, but very rewarding and a lot of fun!

## Short courses for January/February 2024 are as follows:

### **BMBA 579 Selling to Large Global Enterprises**

15–17 January  
Sam Barclay  
Director, Hoboken Consulting

Using tools such as Lean Canvas and Solution Selling, learn how to build a strategy for a successful sale to a major global multi-national, including building an effective business case.

### **BMBA 580 Taking New Zealand Technology Global**

19–21 January  
Sam Barclay  
Director, Hoboken Consulting

How to identify the market and product fit for technologies in which New Zealand has a competitive advantage. Use Lean Canvas to identify winning opportunities. Specific focus is given to exporting tech to the US.

### **BMBA578 Marketing Services and Experiences**

23–25 January  
John Fahy  
Professor of Marketing at the University of Limerick

Marketing Services and Experiences aims to identify key elements of services and explore how these may be leveraged within different market contexts to gain competitive advantage.

### **BMBA577 Digital Marketing Management**

27–29 January  
John Fahy  
Professor of Marketing at the University of Limerick

The aim of this paper is to provide students with the tools and strategies necessary for a firm to fulfil its service promise. A comprehensive view to the value chain from demand to supply management is taken. The paper emphasises businesses' abilities to build resilient and anti-fragile supply chains to efficiently operate in challenging and turbulent business environments.

### **BMBA576 Public Relations Practice**

31 January – 2 February  
Emeritus Professor Brendan Gray  
Director at Gray Lake Communications Ltd

This course aims to explore the role of public relations (PR) in marketing strategy and organisational communication, including integration with other marketing communication tools.

### **BMBA 571 Agile Methodologies**

4–7 February  
Paul Chong  
Product Manager, Stripe

This course demonstrates how to deploy Agile in any industry to empower teams and drive innovation.

We are constantly looking for new and exciting subjects for these short courses, so the offerings may change regularly. Please contact [mba.manager@otago.ac.nz](mailto:mba.manager@otago.ac.nz) for any questions or if you would like to discuss the specifics of these options.

## The Otago MBA is ranked #1 in New Zealand

Ko te MBA o Ōtākou kei te tihi o te maunga ki Aotearoa

(QS Online MBA Ranking 2022 #26 and #1 for Class Experience, QS Global MBA Rankings 2022 Top NZ MBA) The Otago MBA is one of very few MBA programmes in the world to enjoy **dual EQUIS and ACCSB accredits**