

OTAGO MBA SHORT COURSES: JAN/FEB 2025

Each paper will be taught over three consecutive days at the Otago Dunedin campus. Each paper is 20 contact hours, 10 points.

Timetable

| Short Courses 2025 | | | | | |
|--------------------|----|----------|----------|---------------------------------------|------------------|
| January | | | Code | Name | Lecturer |
| 13 | Mo | Course 1 | BMBA572 | Global Supply Chain Innovation | Sergio Biggemann |
| 14 | Tu | Course 1 | BMBA572 | Global Supply Chain Innovation | Sergio Biggemann |
| 15 | We | Course 1 | BMBA572 | Global Supply Chain Innovation | Sergio Biggemann |
| 16 | Th | | | | |
| 17 | Fr | Course 2 | BMBA575 | Marketing Strategy in a Digital World | John Fahey |
| 18 | Sa | Course 2 | BMBA575 | Marketing Strategy in a Digital World | John Fahey |
| 19 | Su | Course 2 | BMBA575 | Marketing Strategy in a Digital World | John Fahey |
| 20 | Mo | | | | |
| 21 | Tu | Course 3 | BMBA577 | Digital Marketing Management | John Fahey |
| 22 | We | Course 3 | BMBA 577 | Digital Marketing Management | John Fahey |
| 23 | Th | Course 3 | BMBA 577 | Digital Marketing Management | John Fahey |
| 24 | Fr | | | | |
| 25 | Sa | Course 4 | BMBA580 | Entering New Global Markets | Sam Barclay |
| 26 | Su | Course 4 | BMBA580 | Entering New Global Markets | Sam Barclay |
| 27 | Mo | Course 4 | BMBA580 | Entering New Global Markets | Sam Barclay |
| 28 | Tu | | | | |
| 29 | We | Course 5 | BMBA 576 | Public Relations Practice | Brendan Gray |
| 30 | Th | Course 5 | BMBA 576 | Public Relations Practice | Brendan Gray |
| 31 | Fr | Course 5 | BMBA 576 | Public Relations Practice | Brendan Gray |
| February | | | Code | Name | Lecturer |
| 1 | Sa | | | | |
| 2 | Su | Course 6 | BMBA 579 | Selling to Large Global Enterprises | Sam Barclay |
| 3 | Mo | Course 6 | BMBA 579 | Selling to Large Global Enterprises | Sam Barclay |
| 4 | Tu | Course 6 | BMBA 579 | Selling to Large Global Enterprises | Sam Barclay |

Summary of Short Courses

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| BMBA572 Global Supply Chain Innovation 13 - 15 January Sergio Biggemann |
| <p>Disruptions of supply chains cost enterprises billions of dollars and leave customers around the world terribly dissatisfied. A new view of managing supply chains is starting to emerge. The focus has been on better management of new technologies that allow both buyers and suppliers better understand not only demand patterns, but resource availability and new forms of adaptability. Protecting bottle necks, demand management, business process and product traceability, and the intersection of human capabilities and new technologies are the central topics of this course.</p> |
| BMBA575 Marketing Strategy in a Digital World 17 - 19 January John Fahy |
| <p>This paper aims to explore the role marketing strategy in the dynamic and complex environments that today's organisations operate in.</p> |
| BMBA577 Digital Marketing Management 21 - 23 January John Fahy |
| <p>This paper aims to explore the nature of the marketing function as it continues to be transformed by changes and developments in technology and research.</p> |
| BMBA580 Entering New Global Markets 25 - 27 January Sam Barclay |
| <p>In this paper you will learn how to identify the market and product fit for a new global market. This is primarily a practical strategy paper - you will use Lean Canvas and Play to Win to identify winning opportunities, with a specific focus on entering a new global market. The paper will use practical tools for defining market strategy, competitive advantage and how to win in a new market.</p> |
| BMBA576 Public Relations Practice 29 – 31 January Emeritus Professor Brendan Gray |
| <p>This course aims to explore the role of public relations (PR) in marketing strategy and organisational communication, including integration with other marketing communication tools.</p> |
| BMBA579 Selling to Large Global Enterprises 2 – 4 February Sam Barclay |
| <p>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.</p> |

Lecturer Bios and Course Descriptions

Sam Barclay

Sam Barclay is the Principal of Hoboken Consulting, Chief Growth Officer for StayinFront, Inc, Executive Director of ManageMyHealth Global and Director and Investor in New Zealand Wine Navigator.

Sam has spent 30 years growing global tech companies in a career in the US and New Zealand. He has held roles in engineering, services, sales, product and as President and CEO.



- As Chief Growth Officer at StayinFront, he directs a global sales team of 40 selling technology solutions to the top 100 global Consumer Goods companies.
- As Executive Director of ManageMyHealth he is directing the strategy and operations of New Zealand's most popular consumer health portal, with 1m users and growing.
- Through his consulting work with Hoboken Consulting, he helps Kiwi companies launch into international markets – particularly tech companies and consumer goods products (including wine!). He sometimes takes an equity stake and a hands-on role helping those companies go global.

Sam holds a Bcom(InfoSci)/LLB(Hons) from Otago University and an MBA in Finance and Venture Capital from NYU Stern School of Business.

BMBA579 Selling to large global enterprises

Sam Barclay

Short Description:

Every executive leader is a salesperson for their company and should understand the sales process.

This paper will use tools such as Lean Canvas and Solution Selling, in order to learn how to build a strategy for a successful sale to a major global multi-national including building an effective business case. The paper will cover primarily practical tools and strategies to help you build an effective winning sales strategy, and then focus on the execution steps necessary to turn that strategy into a sale.

Learning Outcomes:

By the end of this course, students should be able to:

- Understand the basics of how global companies buy technology, services and products.
- Understand how to build a sound strategy for selling to a global corporate.
- Be able to prepare and present a business value analysis to support your sale.
- Be able to execute the key selling processes that will lead to a successful sale.

BMBA580 Entering new global markets

Sam Barclay

Short Description:

In this paper you will learn how to identify the market and product fit for technologies where NZ has a competitive advantage. You will use Lean Canvas and Play to Win to identify winning

opportunities, with a specific focus on exporting New Zealand technology to the US. The paper will use practical tools for defining market strategy.

Learning Outcomes:

This course will help you to:

- Understand why taking a strategic approach to market entry is central to success.
- Understand the practical application of strategic analysis to identifying markets and opportunities, and to identify weaknesses and barriers that stand in the way of success.
- Be able to use Play to Win value chain analysis and Lean Canvas techniques to analyse potential markets and define your approach to the market.

John Fahy

An award-winning international educator, John Fahy is currently Professor of Marketing at the University of Limerick in Ireland and Adjunct Professor of Marketing at the University of Adelaide, Australia. He has a distinguished track record in the fields of marketing and business strategy. An eclectic thinker, his work draws on insights from marketing strategy, behavioural economics, evolutionary psychology and neuroscience. He is the author of over 100 articles some of which have appeared in leading titles including Journal of Marketing, Journal of International Business Studies, Journal of Business Research, European Journal of Marketing, and Sloan Management Review. His best-known work – a Journal of Marketing article on sustainable competitive advantage has been cited over 2,400 times. He is also the author of two books including the best-selling Foundations of Marketing co-written with David Jobber, currently in its seventh edition as well as several award-winning business case studies. He is a renowned teacher with a particular expertise in working with MBA and executive groups and he was awarded the prestigious Shannon Consortium Regional Teaching Excellence Award in 2012. His skills have been in demand around the world, and he has taught courses in Australia, Estonia, Hungary, Ireland, Japan, New Zealand, Russia, Singapore, UK, Ukraine and the US. He has been extensively involved in both open and custom programmes with several leading global organisations such as Abbvie, Alexion, Analog Devices, Fexco, Glanbia, Pfizer, Promet and Syngenta.



BMBA575 Marketing strategy in a digital world

John Fahy

Short Description:

Organisations are facing unprecedented challenges driven by technological change such as the disruption of existing business models, the uncertainty surrounding innovations like AI and rapidly changing behaviour patterns among consumers and workers. This course explores the nature of strategy, showing how the fundamentals of a good customer-focused or 'outside-in' strategy remain central to successfully navigating dynamic and complex environments.

Learning Outcomes:

This course will help you to:

- Understand what it means to be a market-driven organisation;
- Develop skills in making superior market choices;
- Develop an effective customer value proposition;
- Develop an effective marketing strategy.

BMBA577 Digital marketing management

John Fahy

Short Description:

Like all aspects of business, marketing has been massively disrupted by technological change. Customer knowledge which previously may have been largely intuitive is becoming data-based. A/B testing is taking the place of strategic conversations. And budgets continue to flow away from 'traditional' media and into digital and social. This paper examines how digital technologies have reshaped all aspects of marketing enabling us to reflect objectively on what needs to change and just as importantly, what needs to remain the same!

Learning Outcomes:

This course will help you to:

- Understand what is meant by digital marketing management;
- Understand the key developments and changes that are impacting on the practice of marketing;
- Critically assess the importance of digital marketing in the organisation.

Emeritus Professor Brendan Gray

Brendan Gray is an Emeritus Professor of Marketing and was the inaugural Professor of Entrepreneurship (2007-2012) at the University of Otago. He directed Otago's international award-winning Master of Entrepreneurship degree from 2007-2012 and 2014-2016. His widely cited research has focused mainly on marketing communications, strategy, competitiveness and sustainability. Brendan was a journalist and PR consultant prior to becoming a marketing and entrepreneurship academic, and since taking early retirement in 2016 has revived his PR consultancy business. He enjoys teaching Public Relations courses to MBA students and appreciates the positive feedback he receives for this.



BMBA575 Public relations practice

Brendan Gray

Short Description:

This 3-day intensive course explores key issues in public relations (PR) and organisational communication, including factors that influence relationships between an organisation and its internal and external stakeholders.

Learning Outcomes:

By the end of this course, students should be able to:

- Understand key issues that influence communications and relationships between an organisation and its internal and external publics.
- Understand key concepts, theories and methods used in public relations research.
- Be able to write a critical literature review.

Associate Professor Sergio Biggemann

Over the last 15 years, Sergio has taught in more than 15 countries around the world, from Mexico to Paraguay in Latin America, and also in USA, Turkey and Germany. His research matches the equivalent in international coverage, stretching from Sweden to Australia, and across to Chile. Sergio has extensive business experience in a wide number of industries, including, mining, parts recovery and machinery maintenance, silverware crafting, paints manufacturing, forestry, and lately, information technology.



BMBA572 Global supply chain innovation

: Sergio Biggemann

Short Description:

Either pandemics such as Covid-19, political turmoil such as Brexit, or international armed conflicts such as the one in Ukraine have devastating consequences in international trading as goods do not manage to reach destination on time and global markets are disrupted. These constant disruptions of supply chains cost enterprises billions of dollars and leave customers around the world terribly dissatisfied. In the worst case scenario supply chain disruptions have caused entire firms to face bankruptcy and for those that were lucky enough to rebound the recovery road proved to be extremely difficult.

Resilient supply chains have been a suitable solution for short-term disruptions, however, in situations of longer duration of the disruption those tools proved to be inefficient. Hence, a new view of managing supply chains is starting to emerge. The focus has been on better management of new technologies that allow both buyers and suppliers better understand not only demand patterns, but resource availability and new forms of adaptability. Protecting bottle necks, demand management, business process and product traceability, and the intersection of human capabilities and new technologies are the central topics of this course.

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