

OTAGO MBA ELECTIVES: JAN/FEB 2023

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

BMBA571 Agile Methodologies

12 – 14 January

Paul Chong

This paper will demonstrate how to deploy Agile in any industry to empower teams and drive innovation.

BMBA577 Marketing Logistics

16 – 18 January

Associate Professor Sergio Biggemann

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.

BMBA579 Selling to Large Global Enterprises

20 - 22 January

Sam Barclay

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.

BMBA580 Taking New Zealand Technology Global

24 - 26 January

Sam Barclay

How to identify the market and product fit for technologies where NZ has a competitive advantage. Use Lean Canvas to identify winning opportunities. Specific focus exporting tech to the US.

BMBA576 Public Relations Practice

28 - 30 January

Emeritus Professor Brendan Gray

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

BMBA578 Marketing Services and Experiences

1 – 3 February

Associate Professor Tony Garry

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

BMBA571 AGILE METHODOLOGIES

Lecturer: Paul Chong

Paul has led product teams at technology organizations ranging from an eight-person startup through to publicly-listed companies. In his current role as Senior Director of Product Management at Salesforce, Paul is focused on building the next generation of AI for digital web experiences.



Prior to Salesforce, Paul co-founded several companies, including Linio.com (acquired for \$138M). He holds U.S. patents in the field of machine learning, and an MBA from Harvard Business School. In his spare time, Paul is writing a research thesis on deep learning at Oxford University, and enjoys mountaineering and ocean swimming.

Short Description:

This paper will demonstrate how to deploy Agile in any industry to empower teams and drive innovation.

Learning Outcomes:

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

- Understand the purpose behind Agile principles, and effectively deploy Agile practices.
- Identify and address the most common problems encountered in adopting Agile practices.
- Become familiar with cross-industry Agile case studies.
- Learn through hands-on experience practicing Agile techniques in class.

Assessment:

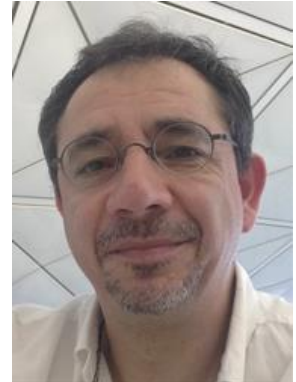
All important assessment information such as due dates and times, content, guidelines and so on will be discussed at lectures.

Topics	Group Assessment	Individual Assessment	Deadline
In class assessments	30%		To be confirmed
Take home assessment (3 weeks to complete)		70%	To be confirmed

BMBA577 MARKETING LOGISITICS

Lecturer: 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 researches match 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.



Short Description:

The aim of the course 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 on businesses' ability to building resilient and antifragile supply chains to efficiently operate in challenging and turbulent business environments.

Learning Outcomes:

This course will help you to:

- Create a comprehensive portrayal of firms' value chains.
- Design and execute customer service and distribution strategies capable of fulfilling the service promise.
- Design and keep track on a number of Key Performance Indicators to control your strategy.

Course Delivery:

The course is based on the case study method. It will be delivered over three consecutive days. Students are expected to read and prepare in advance for the case discussion, as well as to read other supporting materials assigned to each session. In addition to case analysis, the course includes a simulation exercise followed by a debriefing session. Seminar sessions will be participative and **interactive** rather than lecture-type presentations.

Assessment:

All important assessment information such as due dates and times, content, guidelines and so on will be discussed at lectures.

Topics	Assessment	Exam	Deadline
In class assessment	30%		To be confirmed
Final assessment– take home (3 weeks to complete)		70%	To be confirmed

BMBA579 SELLING TO LARGE GLOBAL ENTERPRISES

Lecturer: 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.

Short Description:

Every executive leader is a sales person 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.

Recommended Reading:

The New Solution Selling. Keith M. Eades. ISBN-13: 978-0071435390

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.

Assessment:

You are required to attend all sessions in this intensive 3-day course as there will be several exercises conducted in class, one of which will be marked.

Topics	Group Assessment	Individual Assessment	Deadline
Build a sales strategy in a group and present it to the class in a group presentation.	30%		To be confirmed
Write a sales strategy for selling a New Zealand product of your choice to a US based corporation. Present the strategy with a lean canvas and business value analysis to support the sales process.		70%	To be confirmed

BMBA580 TAKING NEW ZEALAND TECHNOLOGY GLOBAL

Lecturer: 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.

Assessment:

You are required to attend all sessions in this intensive 3-day course as there will be several exercises conducted in class, one of which will be marked.

Topics	Group Assessment	Individual Assessment	Deadline
As a group, define the market for a product of your choice using Play to Win, then create a Lean Canvas that defines the product-market fit approach. Present and defend as a group in class discussion.	30%		To be confirmed
Create a market entry strategy for a technology product of your choice using the tools we have learned in class and including recommendations about the market product fit that will be most successful.		70%	To be confirmed

BMBA575 PUBLIC RELATIONS THEORY

Lecturer: 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.



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.

Assessment:

You are required to attend all sessions in this intensive 3-day course as there will be several exercises conducted in class, one of which will be marked.

Topics	Group Assessment	Individual Assessment	Deadline
Article precis Prepare a precis of a research article and lead a seminar discussion on this.	30%		To be confirmed
Literature review Write a critical literature review on a PR-related topic of your choice		70%	To be confirmed

BMBA578 MARKETING SERVICES AND EXPERIENCES

Lecturer: Associate Professor Tony Garry

Prior to moving into academia, Tony worked in both the public and private sector with organisations as diverse as Hewlett Packard, British Telecom, the Greater London Council (GLC) and Neville Russell accountants. This enables him to bring both experience and understanding of commercial work practices to his teaching. Prior to moving to the University of Otago, Tony worked for the University of Canterbury (Christchurch) and De Montfort University in the UK.



Tony's research tackles the complex web of relationships that impact all levels of marketing. His research has encompassed professional services, manufacturing and online contexts.

Short Description:

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

Learning Outcomes:

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

- Differentiate between product and service characteristics
- Develop and apply appropriate skills in service delivery design
- Use service quality tools to diagnose service delivery problems and propose solutions
- Consider the impact of emerging technologies on service delivery design

Course Delivery:

The course will be taught over three consecutive days. The seminars will be supplemented by reading and individual study. Seminar sessions will be **interactive discussion groups** rather than lecture based.

Assessment:

All important assessment information such as due dates and times, content, guidelines and so on will be discussed at lectures.

Topics	Assessment	Exam	Deadline
In class assessments	30%		To be confirmed
Take home assessment (3 weeks to complete)		70%	To be confirmed