Accounting
Business
Business Administration
Business Administration International
Business by Research

Finance and Banking
Human Resource Management
Information Systems
International Hospitality Management
Marketing
Project Management
Our world is more dynamic than ever before, creating new ideas and new possibilities. So how do you engage with this ever-changing environment? You learn. And the best way to learn is from experience. ECU is a university for our times, where students learn in hands-on environments and in industry relevant courses. Our lecturers have extensive experience in their fields and place the needs of students above all else. We’re a university where you can learn the combination of theory and practical skills needed to take advantage of every opportunity. Skills that will allow you to understand and meet new challenges, and to thrive in an evolving world.

Are you ready?
Apply to ECU for 2016.

ECU has been named in the Times Higher Education (THE) 100 under 50 rankings for 2015.

Recognising the world’s 100 best universities less than 50 years of age, the rankings are a global showcase of a new breed of university. They focus on performance indicators such as teaching, research and international outlook, and highlight universities that are developing at an exceptional rate.
WHO WAS EDITH COWAN?

Born in 1861 in Glengarry, near Geraldton, Edith Dircksey Cowan believed education was the key to growth, change and improvement. Edith’s contribution to the development of Western Australian education was significant. She strove to achieve social justice and campaigned for the rights of women, children and families, for the poor, the poorly educated and the elderly. So it’s fitting that the oldest education institution and newest State university, Edith Cowan University, bears her name.

Vice-Chancellor’s Message

With an ECU business postgraduate degree, you too can reach this goal. Higher degrees enable you to expand your range of options and to compete in your chosen area of specialisation, while enhancing your knowledge and networks.

At ECU, our dedicated postgraduate school offers programs designed to meet national and international industry standards and requirements. We provide a range of supportive and flexible study options including part-time, online and on-campus. When you take into consideration our extensive range of business postgraduate courses, high quality and supportive staff, and entry pathways that recognise your professional experience, you’ll realise that nothing can stop you reaching your potential.

We have three vibrant campuses in Western Australia: two in Perth and one in Bunbury. Regardless of where you choose to study, you’ll find an excellent range of facilities such as wireless internet, 24-hour access to large computing facilities, libraries with open study spaces available outside of office hours, and an environment conducive for you to study in, either by yourself, or with other students.

I encourage you to take the time to explore our range of postgraduate business courses, visit our campuses, and find out more about how ECU is engaged with our communities. We look forward to welcoming you and accompanying you on this journey.

Professor Steve Chapman
Vice-Chancellor
May 2015
WHY REACH YOUR POTENTIAL AT ECU?

At ECU, we equip you with the confidence and practical skills to deal with whatever challenges may come your way, no matter where you are in the world. But if that isn’t enough, here are a few more reasons why you should choose ECU.

INDUSTRY LINKS
Many of our courses offer direct links with industry and organisations, and students have the opportunity to participate in internships and work placements in many of our courses.

LEARN FROM THE BEST
Our high caliber staff have extensive experience as researchers, teachers, advisers or consultants and have significant professional experience in their field.

5-STAR RATINGS
★★★★★ TEACHING QUALITY
★★★★★ GRADUATE SATISFACTION
★★★★★ GRADUATE STARTING SALARY
The Good Universities Guide 2015

OUTSTANDING FACILITIES
We are known for our award-winning facilities and are at the forefront of providing innovative education and training solutions.

INTERNATIONAL OPPORTUNITIES
Travel the world while you study – ECU has over 90 exchange partners.

FLEXIBILITY
We offer a range of flexible study options including online and part-time study, so you can balance study with work, family, life and everything else that makes you who you are.

SAFE CAMPUSES
- Security service (24/7)
- Well-lit pathways
- Emergency phones
- Night security escort

INTERNATIONALLY RECOGNISED
ECU qualifications are recognised worldwide, with many graduates gaining employment in varying capacities in Australia and overseas.

AFFORDABILITY
ECU courses are competitively priced.
LEARNING
SUPPORTIVE ENVIRONMENT
We offer a supportive study environment with approachable teaching staff and a range of support staff, including counsellors and academic skills advisers, to help you get the most out of your education.

TOP RATED RESEARCH SCHOOL
According to the International Student Barometer ECU’s Graduate Research School has been rated among the top three in Australia for five consecutive years (2010 to 2014) with satisfaction of 95% or higher.

PRACTICAL LEARNING
Learning that extends beyond the classroom.

CHOICES
We offer a range of courses and specialisations.

MULTICULTURAL
ECU has nearly 23,000 undergraduate and postgraduate students, with some 3,300 international students originating from more than 100 countries.

THE ONE HUNDRED UNDER FIFTY
ECU has been named in the Times Higher Education (THE) 100 under 50 rankings for 2015.
At ECU, we provide a supportive learning environment through our excellent range of facilities, services and support programs.

Our Learning Advisers are always on hand to assist you with a range of study skills and advice on preparing assignments. They conduct workshops, prepare academic skill resources, support other academic staff in promotion of tertiary literacy skills and see students one-on-one and in group consultations.

- Security service 24/7
- Well-lit pathways
- Emergency phones
- Over 5,000 parking bays across all campuses
- Night security escort

Our Learning Advisers are always on hand to assist you with a range of study skills and advice on preparing assignments. They conduct workshops, prepare academic skill resources, support other academic staff in promotion of tertiary literacy skills and see students one-on-one and in group consultations.

- Security service 24/7
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- Emergency phones
- Over 5,000 parking bays across all campuses
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ECU’s Equity, Diversity and Disability (EDD) Services support students whose studies may be affected by a medical condition or disability in accessing support and services that can help them succeed. EDD staff can assist with arranging alternative assessment conditions, access to some aids and equipment, note taking, interpreting and transcription services. Every campus has a specially designed Accessible Technologies Room that provides students with access to adjustable chairs and desks, specialised software, computer, scanner and other adaptive technology. All ECU locations have access for people with disabilities. Visit www.ecu.edu.au/about-ecu/our-campuses/campus-maps for details and to view ECU’s access and mobility maps.

- Fully-equipped modern libraries
- E-labs available 24-hour/7 days/52 weeks and free wi-fi
- On-campus accommodation
Careers and Leadership Services provide free career counselling and job search support to all current students and alumni. Resources and services include:

- Tools to plan and manage your career pathway
- Careers workshops
- Job application skills including résumé and cover letter writing, selection criteria and interviews
- Access to part-time, casual, full-time and graduate employment (if visa conditions allow)
- On-campus employer presentations
- Career fairs
- Volunteering opportunities


Health and Wellbeing:

- Medical Centres (Joondalup and Mount Lawley)
- Free Counselling service
- Multi-faith Chaplaincy service (Joondalup and Mount Lawley)
- Fully-equipped sports, recreation and fitness centres (Joondalup and Mount Lawley)
- Mini-gym and playing courts (Bunbury)

Food and Retail:

- ATMs
- Hairdresser (Joondalup)
- Optometrist (Joondalup)
- Cafés
- The Co-op shop to assist you with all your educational needs

Recreational and Social Opportunities:

- Student Guild
- Clubs and societies
- Intervarsity sports
- Taverns (Joondalup and Mount Lawley)
WHY CHOOSE Postgraduate Business?

At ECU’s Perth Graduate School of Business, we provide you with up-to-date theoretical knowledge, practical experience and important employability skills that can be used both locally and internationally. Our graduates have found employment in a variety of fields across the country and the world. So get set for a rewarding and successful career with an ECU Business postgraduate degree.

“I WOULD HIGHLY RECOMMEND ECU TO STUDENTS WHO WORK FULL-TIME.”

I was working full-time when I did my Masters and blending on-campus units with online units allowed me to not spend any unnecessary time on campus. I found that ECU was very flexible, understanding and supportive to students like me, who were returning to study after a long gap. ECU was quite accommodating to postgraduate students, as most of them had to fit study into their busy working lives. I was able to juggle working full-time and doing my degree without too many challenges, and I’ve made some fabulous connections through my time at ECU.

Louise Kelly
Postgraduate Business graduate

Perth Graduate School of Business

Perth Graduate School of Business (PGSB) is ECU’s dedicated graduate business school. PGSB combines outstanding academic leadership with practical, hands-on application in knowledge, teaching and research.

PGSB offers the complete package for postgraduate business students. Purpose built learning facilities, courses designed in conjunction with industry and professional associations, outstanding academic staff and supportive administrative assistance including individual course planning and career advice.

Practical Learning

ECU’s Master of Business Administration International and Master of International Hospitality Management both offer a Professional Internship option, which provides students with a unique opportunity to gain valuable real-world experience in a public, private or not-for-profit organisation. The Professional Internship enables students to gain full-time work experience and is an important vehicle for students to develop professional networks, practise applying theoretical concepts and principles learned during their degree and develop skills and capabilities required to succeed in their chosen profession. Students also gain a better understanding of the nature of employment and professional conduct in their chosen industry and in an Australian business context.

Newsworthy

For the first time, ECU’s MBA students have had access to insights from leaders of government and industry as part of a leadership speaker series hosted by Perth Graduate School of Business.

The speakers included leaders within their industry from across mining, human resources, technology, hospitality and sport.

The seminars allow students to learn from some of the best leaders the state has to offer.

MBA Program Director Professor Ross Dowling said the series was further evidence of the university’s commitment to preparing students for future careers.

“At ECU we work with industry to design our courses and that means our students get access to the best the industry has to offer, this speaker series is another example of our extensive industry engagement,” he said.
INTERESTING CAREERS

- Accountant
- Advertising Account Manager
- Artistic Director
- Event Manager
- Financial Analyst
- Hotel Manager
- Human Resource Manager
- International Business Consultant
- Marketing Manager
- Investment Adviser
- Project Manager
- Restaurant Manager

ACCREDITATIONS AND ALLIANCES

- Australian Human Resources Institute (AHRI)
- Australian Institute of Project Management (AIPM)
- Australian Market and Social Research Society (AMSRS)
- Australian Marketing Institute (AMI)
- Chartered Accountants Australia and New Zealand
- CPA Australia
- Financial Services Institute of Australasia (FINSIA)
- Institute of Internal Auditors (IIA)
- Institute of Public Accountants (IPA)

CHOICE

Our Master of Business Administration International offers 6 different specialisations, so you’ll be spoilt for choice!

UNIQUE COURSES IN WESTERN AUSTRALIA

- Master of International Hospitality Management
- Master of Marketing and Innovation Management

FLEXIBILITY

We offer a range of flexible study options including online and part-time study, so you can balance study with work, family, life and everything else that makes you who you are.

OUTSTANDING FACILITIES

PGSB is a purpose-built postgraduate school that offers students the latest in convenience and comfort.

- Postgraduate lounge with kitchen facilities, making it the ideal setting for taking a break and networking with fellow students.
- Postgraduate 24-hour e-lab which offers a comfortable and quiet environment for completing assignments and studying.
- Dedicated postgraduate reception desk and Student Information Office: our knowledgeable support staff are conveniently available on site (during normal business hours) to assist with your enquiries.
- Various styles of teaching and learning rooms – tutorial rooms, case study rooms and breakout rooms – are located throughout the building, all of which are equipped with the latest digital technology, and some with podcasting capabilities
- Convenient on-site parking, plus drop-off zone at building entrance
- A parenting room with nappy changing facilities is available, making it easier to fit your studies in your busy life.
PGSB Accreditations and Alliances

Perth Graduate School of Business has strong alliances with a range of professional associations.

AUSTRALIAN HUMAN RESOURCES INSTITUTE
The Australian Human Resources Institute (AHRI) is the national association representing human resource and people management professionals. AHRI members are predominantly human resource and people management professionals including HR directors and managers, specialist and general HR practitioners, consultants, line managers and team leaders. Membership details can be found on their website.

AUSTRALIAN INSTITUTE OF PROJECT MANAGEMENT
The Australian Institute of Project Management (AIPM) has endorsed the following Perth Graduate School of Business courses:
- Master of Project Management
- Graduate Certificate in Project Management
Graduates of these courses are eligible for associate membership of the Institute.

AUSTRALIAN MARKET AND SOCIAL RESEARCH SOCIETY
The Australian Market and Social Research Society Limited (AMSRS) is a not-for-profit professional membership body of over 2,000 market and social research professionals who are dedicated to increasing the standard and understanding of market and social research in Australia. The Society assists members to develop their careers by heightening professional standards and ethics in the fields of market and social market research. Membership details can be found on their website.

AUSTRALIAN MARKETING INSTITUTE
The Australian Marketing Institute (AMI) represents professional marketers throughout Australia and has established strong links with business, academia and government to become the voice of the marketing profession. The AMI has a Code of Professional Conduct and is involved in defining practicing standards for marketers. Membership details can be found on their website.

CPA AUSTRALIA
The Master of Professional Accounting course at Perth Graduate School of Business is accredited by CPA Australia. Graduates of this course are eligible for associate membership of CPA Australia.
Students are invited to join the global CPA Australia network of students and young professionals.

CHARTERED ACCOUNTANTS AUSTRALIA AND NEW ZEALAND
The Master of Professional Accounting course at Perth Graduate School of Business is accredited by Chartered Accountants Australia and New Zealand (CAANZ).
Students may associate with CAANZ by becoming a Student Affiliate of CAANZ. It provides students with access to career enhancing opportunities.

INSTITUTE OF INTERNAL AUDITORS
Student membership of the Institute of Internal Auditors is open to students studying in an internal auditing related course. It provides access to critical professional knowledge, resources and networks in the area of internal auditing.
Visit www.iiia.org.au for more information.
After a career in science communication, combining my love of science with a passion for communicating science to the general public, I wanted to complement my experience with a postgraduate qualification. I chose marketing as it offered diverse course content, which included communications and promotions, as well as providing a broad base in business, and how marketing is integral to business. I chose ECU because of its good reputation, it is highly regarded with quality lecturers.

After obtaining a Postgraduate Diploma in 2007, I didn’t expect to return to finish my Masters. However, after spending a few years being busy raising two little ones while working part-time, I had the opportunity to take a voluntary redundancy from my employer. While I took this opportunity primarily to spend more time at home with my family, it was also the perfect opportunity for me to take a ‘gap year’ and return to uni to finish my Masters.

I have been very impressed with ECU. I have had a great experience in the classroom with good lecturers and also excellent student support services such as the assignment labs and skills workshops. The Mount Lawley Campus is really nice and has a good atmosphere.

Some of the marketing classes have been very small in number, but they are certainly diverse in terms of where the students have come from. This is of course also an advantage as you have more support and interaction with the lecturers in a smaller group. I was able to select elective units from the ECU’s MBA, which have been an excellent complement to my course. I think it’s great that ECU allows students the flexibility to choose units that are most relevant to them.

Probably my greatest challenge has been to study whilst raising two small kids (six and three-years-old). It is tough juggling the pressures of university with the pressures of running a home, and requires good time management and productivity. My husband travels for work at times, and I have been known to dial in to an online lecture with kids on my lap intrigued by the unconventional bedtime story!

Studying has given me the flexibility, which is sometime difficult to get while working. I have been able to do school drop offs and pick-ups, and be much more involved in my kids’ school, even being a parents’ rep for my son’s school year. I am surprised at how much I enjoyed being back at uni. Whilst the workload is heavy, I am enjoying the units so much that it doesn’t seem like a chore. I love learning and I have learned so much already. It’s good to be able to use my brain.

Also I plan to get back into the workforce next year and this year has not only contributed to my professional development it has given me a renewed motivation in my career to apply my skills in a rewarding and exciting role.

Jackie Walsh
Postgraduate Marketing graduate
BUSINESS POSTGRADUATE PATHWAYS

There are several pathways to postgraduate study at ECU and you’ll be glad to know that you don’t necessarily need a degree to qualify. Real-life, industry experience may count. Visit www.reachyourpotential.com.au/postgraduate for more information and to check any specific admission requirements of the course you are interested in studying.

RESEARCH PATHWAYS

- Bachelor Degree
  - Honours
  - Masters by Research (1-2 years)
  - First Class/Upper Second
  - Integrated PhD (4 years) or Doctor of Philosophy (PhD) (3 years)

COURSEWORK PATHWAYS

- Bachelor Degree
  - Graduate Certificate
  - Masters by Coursework
  - Relevant Professional Experience (5+ years)
  - Integrated PhD (4 years)

These represent the most common pathways, but other options are available.
Postgraduate Business Degree Awards

There are two main streams of postgraduate programs to choose from – coursework or research.

Coursework

The majority of our postgraduate coursework disciplines offer Graduate Certificate, Graduate Diploma and Masters level courses.

GRADUATE CERTIFICATE
A Graduate Certificate is a great way to diversify your current skills and knowledge with courses of only three or four units. The best part is you can complete them in as little as six months of full-time study. Some Graduate Certificates require a completed Bachelor degree; however, many are available to people who have five years or more of appropriate experience in the field, regardless of your previous qualifications. A completed Graduate Certificate is a recognised pathway into many other postgraduate coursework programs.

MASTERS BY COURSEWORK
Masters by Coursework are designed to provide a body of knowledge that includes the understanding of recent developments in the discipline and/or area of professional practice, and a knowledge of research principles and methods applicable to the field of work and/or learning.

Course length varies depending on the level of your previous qualification and if that qualification is in the same discipline as the Masters course.

Research

WHAT IS A RESEARCH DEGREE?
A research degree involves the production of a written body of work that makes an original contribution to knowledge, normally known as a thesis. The research will be developed over a period of time and will involve identifying a topic, developing a proposal, conducting the research and producing the thesis.

For those disciplines with a creative component, the study may result in a creative work (such as a performance or literary item) plus an exegesis (critical explanation or interpretation) to accompany the study and reflect on the creative element.

MASTERS BY RESEARCH
Masters by research degrees at ECU may be one or two years of full-time study depending on the discipline. Most involve one year of coursework or research skills development units before undertaking a year-long research program which results in the submission of a thesis or creative work.

DOCTOR OF PHILOSOPHY
The Doctor of Philosophy is a supervised research degree involving a three-year full-time research program that culminates in the submission of a thesis or creative work plus exegesis. Candidates are expected to participate in seminars and workshops on topics of research and related study areas. A panel of supervisors will oversee the development and progress of the student’s research.


INTEGRATED PHD
The Doctor of Philosophy (Integrated) is a new pathway to a PhD. The new four-year degree includes a foundation year of research preparation followed by a three-year research program.

The one-year of coursework subjects include generic research training and discipline-specific units. The coursework component provides students with strategies for a successful research journey, appropriate research design and methodology, timely completion, and effective writing and communication skills. Elective units contribute to the skill set required for the thesis or project.

The minimum admission requirement is either a four year Bachelor degree with a weighted average mark of 70 per cent or higher, Honours degree, Masters by Coursework, or the equivalent in a relevant field from a recognised university.

Accounting

MASTER OF PROFESSIONAL ACCOUNTING

Duration: 2 Years
Availability & Campus:

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This coursework Masters provides an opportunity for graduates whose first degree is in a discipline other than accounting, to undertake major studies in accounting and law. This course will lead to the acquisition of accounting skills and knowledge, and fulfilment of the entry requirements of the accounting professional bodies.

Admission Requirements
Approved undergraduate degree in a discipline other than accounting from a recognised Australian institution. Alternatively students can have an approved undergraduate degree from a non-Australian institution recognised under NOOSR guidelines as equivalent to an Australian undergraduate degree.

Professional Recognition
Chartered Accountants Australia and New Zealand, CPA Australia and Institute of Public Accountants (IPA) have accredited this course.

Registration
Students will need to graduate to be eligible to register with the Chartered Accountants Australia and New Zealand or CPA Australia.

Registration with the Chartered Accountants Australia and New Zealand or CPA Australia, and completion of their qualification requirements, are needed to practice in the profession.

See more course information: reachyourpotential.com.au/courses/L97

“I’ve nearly completed my Master of Professional Accounting and my experience so far has been rewarding and insightful. ECU’s facilities are tailored to suit busy postgraduate students and, most of all, the lecturers and tutors give students individual attention while allowing them to contribute to class discussion – making the learning process interactive and effective.”

Umesha Jayasekera
Master of Professional Accounting student
### Business

#### GRADUATE CERTIFICATE OF BUSINESS

**Duration:** 0.5 Years  
**Availability & Campus:**

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Provides a broad overview of issues associated with the world of work, including the management of people and organisations, marketing, and integrated principles relating to economics, finance and accounting practice. This introductory course is designed for students new to business studies, or for those with some work experience but no formal university qualifications. Participants are exposed to the relevant theory and knowledge in each area, and learnings are consolidated through research and case study material in seminars, discussions and assigned project work.

**Further Studies**  
Master of Business Administration

See more course information: reachyourpotential.com.au/courses/L95
“LOOKING BACK ON MY JOURNEY AT ECU, I CAN’T BELIEVE HOW MUCH I’VE LEARNED!”

My journey at ECU began back in 2007 when I started to study my Bachelor of Communications (Public Relations and Advertising). I chose ECU because of its reputation in the field of Advertising as well as the flexibility of the course, which allowed me to select a variety of units to match my interest.

I chose to return to ECU for my postgraduate studies because I knew I would get the support I needed to balance my studies in my already busy life. I loved studying business, so much that after completing my Graduate Diploma in 2012, I returned to ECU to complete my MBA.

I’m so glad I studied my MBA because it is a very challenging course. I have to gain knowledge in all aspects of a business (such as accounting, marketing, finance, economics, etc). The fact that I have been exposed to such areas makes me a very strong candidate in the job market. My ultimate goal is to become a CEO of a company whose values match mine. I want to help other businesses do well and run a strong corporate social responsibility culture, and most importantly I want to have the financial power to help others in need.

Even though it seemed so hard at first, studying at university is so much fun and one of the best feelings of accomplishment. ECU supported me and helped get to where I am now and where I’ll be going in the future.

Gabriela Pasqualon
ECU Advertising / Public Relations / Master of Business Administration graduate

Business Administration

MASTER OF BUSINESS ADMINISTRATION

Duration: 1.5 Years
Availability & Campus:

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Designed to develop and educate highly skilled managers and leaders who can contribute to organisations in an effective and responsible manner. In a globally competitive environment, it is essential to build capability by creating climates and cultures conducive to innovation and advancement. This program provides students with the ability to respond to challenging situations in complex and modern organisations.

It also builds and further develops problem-solving skills, and effective interpersonal and relationship management skills, with a focus on personal and professional development.

Admission Requirements
Minimum of three years appropriate and/or relevant supervisory or managerial experience if applying with a Bachelor degree.

See more course information:
reachyourpotential.com.au/courses/L93
Business Administration International

MASTER OF BUSINESS ADMINISTRATION INTERNATIONAL

Duration: 2 Years
Availability & Campus:

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Masters by coursework is designed to develop and educate highly skilled global managers and leaders who can contribute to organisations in an effective and responsible manner. In a globally competitive environment, it is essential to build capability by creating climates and cultures conducive to innovation and advancement. The course provides students with the ability to respond to challenging situations in complex and modern organisations. It also builds and further develops problem-solving skills, and effective interpersonal and relationship management skills.

Specialisations
- Human Resource Management
- Information Systems
- International Business
- Marketing
- Professional Internship
- Project Management

HUMAN RESOURCE MANAGEMENT

Availability & Campus:

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Develops student knowledge and skills in people management and provides an understanding of people management challenges within contemporary organisations.

Non-Standard Timetable
Some of the units within this specialisation are offered in intensive mode, which involves four full days on-campus (2 x two-day sessions scheduled on a Friday and Saturday) in conjunction with online discussion and support.

Employment Opportunities
Graduates will be able to operate within a business-driven human resource environment and meaningfully contribute to organisational success.

As soon as I graduated with my MBA and moved back to Colombia, I was hired by a multinational company as a Controller covering four Latin-American countries. In this role, I had the opportunity to use the knowledge I had acquire at ECU and, for five years, travelling throughout the world.

My greatest achievement thus far has been to be appointed as the Chief Financial Officer for the region of Latin America, at only thirty-one years old.

I can say without a doubt that my experience at ECU has taken me to where I am today — to put it simply, it changed my life!

Alexander Castro
Master of Business Administration International graduate

“MY LIFE CAN NOW BE DIVIDED INTO TWO PARADIGMS: BEFORE AND AFTER ECU.”
MARKETING

Availability & Campus:

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Provides students with the skills and knowledge required for a career in customer, product, brand and revenue management. The focus of marketing is to create value for an organisation, their customer, their partners, and society at large.

Marketers research the needs of customers, bring products to market, manage channel partners, and manage customer satisfaction and loyalty. This specialisation equips students with the skills, theory, and practical experience to audit a market, identify opportunities, and create, implement and manage a marketing plan. It also explores marketing at a local, national, and international level.

INTERNATIONAL BUSINESS

Availability & Campus:

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This specialisation exposes students to international business theory and complements this with direct engagement to real world cases, practices and environments. It provides a balance of business management practices that are applicable in multicultural and international environments. It focuses on international business development and includes extensive coverage of Asia, the USA and Latin America.

Cultural sensitivity, business relationship management, FDI, negotiation, entrepreneurship, HRM, logistics, strategy, ethics and research techniques are covered. Students are prepared to achieve in complex, competitive and dynamic global business environments.

Students gain critical thinking, teamwork, cultural intelligence, problem solving and effective communication skills to enable them to work across international business sectors.

Employment Opportunities

Graduates are effective, internationally focused business professionals who have the skill, ability and business acumen to achieve success in modern international operations.

INFORMATION SYSTEMS

Availability & Campus:

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Focuses on the increasingly important interface between business and technology as effective use of Information Technology (IT) becomes increasingly critical to organisational success. This interface between the IT professional and the business professional is becoming less defined as the business professional is required to have a good understanding of Information and Communications Technology (ICT).
PROFESSIONAL INTERNSHIP

Availability & Campus:

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Provides students with a unique opportunity to gain valuable real-world experience in a public, private or not-for-profit organisation. The unit set enables students to gain full-time work experience and is an important vehicle for students to develop professional networks, practise applying theoretical concepts and principles learned during their degree and develop skills and capabilities required to succeed in their chosen profession, as well as gain a better understanding of the nature of employment and professional conduct in their chosen industry and in an Australian business context.

Internship Requirement
The internship program comprises two units, each requiring 8 weeks of full-time work (300 hours) in the workplace and forming one full semester of study. The units concentrate on the development and application of non-technical skills important to the students’ chosen profession and developing an awareness of professional conduct within the Australian work context. Students will develop a professional portfolio which will help demonstrate to potential employers their developed skills and suitability for employment. The program also provides an opportunity for students to apply their disciplinary knowledge and demonstrate leadership and autonomy in the research, planning, design and implementation of a work-based project which is related to their postgraduate degree studies. During the 16 weeks of full-time work, students are expected to demonstrate evidence of professional conduct, initiative and professional leadership at the standards expected by industry, as well as demonstrate a capacity to work effectively in a team-based environment. There are attendance requirements for this internship.

Clearance and/or Risk Management Protocols Required
Procedures will be in place to ensure that enrolled students have the necessary clearances and visas prior to their internship. Students will be advised of these requirements during the application process. Student visas do allow for full-time paid employment, as long as this is part of a formal, academic learning program (such as this unit specialisation). The management of risk is addressed in the induction process on-campus and by the host organisation. Students on internship must observe professional practice rules. For more information, see course details on our website.

Employment Opportunities
Opportunities for employment in entry-level management positions exist upon completion of this specialisation.

PROJECT MANAGEMENT

Availability & Campus:

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Project Management is becoming a core activity in all organisations and is increasingly responsible for delivery of the corporate strategy. Project Management is a skill which can be applied in almost any industry across a range of projects including: developing a new product or service; effecting a change in structure, staffing, or style of an organisation; designing a new product; developing or acquiring a new or modified information system; constructing a building or facility; running a campaign for political office; or implementing a new business procedure or process.

See more course information: reachyourpotential.com.au/courses/L94

“ECU WAS RECOMMENDED TO ME BY A NUMBER OF WORKMATES AND FRIENDS – AND THEY WERE RIGHT!”

The skills and knowledge I have gained in my course have made me more informed about corporate governance, strategy formulation, and management structures. As a result, I am now better equipped to work in senior management roles.

Shortly after I graduated with my Master of Administration – International, I was chosen to head a multi-million dollar project and successfully completed this project.

Based on my study experience, I would definitely recommend ECU!

Venansio Phiri
Master of Business Administration International graduate
Business by Research

**MASTER OF BUSINESS BY RESEARCH**

**Duration:** 1.5 Years

**Availability & Campus:**

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This degree is designed to provide advanced, research-based studies in theoretical and applied areas of business. Students may choose from the following disciplines: Accounting, Economics, Event Management, Finance, Hospitality Management, Leisure Science, Management, Marketing, Management Information Systems, Planning, Recreation Management, Sport Management or Tourism Management.

The course aims to extend understandings of knowledge in the discipline area alongside knowledge of research methods in business. Students will undertake a significant independent research investigation resulting in a thesis that will have relevance to business.

**Admission Requirements**

Weighted Average Mark (WAM) of 70 per cent or higher in a Bachelor degree from a similar discipline. Students who have not achieved this WAM may be admitted at the discretion of the Course Coordinator.

**Further Studies**


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Finance and Banking

**MASTER OF FINANCE AND BANKING**

**Duration:** 2 Years

**Availability & Campus:**

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This coursework Masters is designed for students seeking a comprehensive postgraduate degree in applied finance and financial management. The course prepares students to work in a dynamic financial services industry. It focuses on how individuals, financial institutions, businesses and governments make borrowing, lending and investment decisions. Students will learn how to identify, analyse and interpret financial information and use industry relevant databases and software. The financial services industry demands graduates who can think critically and have an analytical approach to problem solving – attributes that students will develop through this course.

**Admission Requirements**

Undergraduate degree in an area other than Finance and Banking.

**Employment Opportunities**

The course provides an internationally portable qualification, relevant to employment in the financial services sector worldwide.


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“I CHOSE ECU DUE TO ITS UNIQUE COURSE COMPOSITION AND THE PERFECT COMBINATION OF FINANCE AND BANKING.”

I thought my course would involve a lot of theory, like my Bachelor degree did, however, I found out that the assignments were very hands-on and practical, which tested my knowledge while preparing me for real world experience. The lecturers are very knowledgeable and friendly while being professional, so they are easily approachable for any subject related questions.

Sharada Venna

ECU Master of Finance and Banking graduate
Develops future human resource managers and leaders to be able to meaningfully contribute to organisational success by developing skills and knowledge in people management. The course provides students with an understanding of the people management challenges within contemporary organisations. It will begin to build students’ skills in communication, teamwork, critical thinking and problem-solving.

Admission Requirements
Bachelor’s degree in a discipline other than Human Resource Management when using prior qualifications as a basis for application, with equivalents considered.

Non-Standard Timetable
In addition to off-campus and on-campus delivery, this course may at times be delivered in a mixed-mode, which will combine on-campus (including weekends) and off-campus sessions.

Employment Opportunities
This course will ensure graduates are able to operate within a business-driven human resources (HR) environment.

Further Studies
Master of Human Resource Management

See more course information: reachyourpotential.com.au/courses/L76

This coursework Masters is designed to develop and educate leaders and managers to meaningfully contribute to organisational success, by developing excellence in people management. It will provide students with the ability to respond to people management challenges within contemporary organisations, and student’s skills in communication, teamwork, critical thinking and problem-solving will be developed.

This coursework degree will ensure graduates are business-driven HR professionals, who are experts in people management.

Admission Requirements
Bachelor degree in a discipline other than Human Resource Management, with equivalents considered.
Alternatively students can have a Graduate Certificate in a relevant discipline.

Practicum Option
Students will develop a broad range of work related skills in a public, private or not-for-profit organisation at a management level. There are attendance requirements for this practicum. Students on practicum must observe professional practice rules. For more information, see course details on our website.

Professional Recognition
Australian Human Resources Institute (AHRI) have accredited this course.

Non-Standard Timetable
Some units may be delivered in an intensive (weekend) mode.

See more course information: reachyourpotential.com.au/courses/L75

"ECU SUPPORTS ITS STUDENTS."

I didn’t know about the student advisors when I started at ECU but soon realised that this group of people are very important to guide students. The student advisors guidance and help was very important to me, especially in my first semester, when I didn’t know what to do or how to handle the new university environment.

My lecturers also provide valuable support as they are keen to help. They are an inspiration and always make me feel thirsty for new knowledge.

Ingrid Tatiana Anaya Pico
ECU Master of Human Resources Management student
International Hospitality Management

**MASTER OF INTERNATIONAL HOSPITALITY MANAGEMENT**

**Duration:** 2 Years  
**Availability & Campus:**

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Students will be required to complete units on both the Joondalup and Mount Lawley campuses.

Focuses on business and management principles that are relevant to the hospitality industry, and provides students with the knowledge and skills for a career in senior management in the international hospitality industry. The course includes business units as well as applied hospitality units, and students have the opportunity to apply to undertake a four-month capstone internship.

**Specialisations**
- Human Resource Management
- Information Systems
- International Business
- Marketing
- Professional Internship
- Project Management

**Employment Opportunities**
Graduates will be able to operate within a business-driven human resource environment and meaningfully contribute to organisational success.

**INFORMATION SYSTEMS**

**Availability & Campus:**

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Focuses on the increasingly important interface between business and technology as effective use of Information Technology (IT) becomes increasingly critical to organisational success. This interface between the IT professional and the business professional is becoming less defined as the business professional is required to have a good understanding of Information and Communications Technology (ICT).

**INTERNATIONAL BUSINESS**

**Availability & Campus:**

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This specialisation exposes students to international business theory and complements this with direct engagement to real world cases, practices and environments. It provides a balance of business management practices that are applicable in multicultural and international environments. It focuses on international business development and includes extensive coverage of Asia, the USA and Latin America.

Cultural sensitivity, business relationship management, FDI, negotiation, entrepreneurship, HRM, logistics, strategy, ethics and research techniques are covered. Students are prepared to achieve in complex, competitive and dynamic global business environments.

Students gain critical thinking, teamwork, cultural intelligence, problem solving and effective communication skills to enable them to work across international business sectors.

**Employment Opportunities**
Graduates are effective, internationally focused business professionals who have the skill, ability and business acumen to achieve success in modern international operations.

**HUMAN RESOURCE MANAGEMENT**

**Availability & Campus:**

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Develops student knowledge and skills in people management and provides an understanding of people management challenges within contemporary organisations.

**Non-Standard Timetable**
Some of the units within this specialisation are offered in intensive mode, which involves four full days on-campus (2 x two-day sessions scheduled on a Friday and Saturday) in conjunction with online discussion and support.
MARKETING

Provides students with the skills and knowledge required for a career in customer, product, brand and revenue management. The focus of marketing is to create value for an organisation, their customer, their partners, and society at large. Marketers research the needs of customers, bring products to market, manage channel partners, and manage customer satisfaction and loyalty. This specialisation equips students with the skills, theory, and practical experience to audit a market, identify opportunities, and create, implement and manage a marketing plan. It also explores marketing at a local, national, and international level.

PROFESSIONAL INTERNSHIP

Provides students with a unique opportunity to gain valuable real-world experience in a public, private or not-for-profit organisation. The unitset enables students to gain full-time work experience and is an important vehicle for students to develop professional networks, practise applying theoretical concepts and principles learned during their degree and develop skills and capabilities required to succeed in their chosen profession, as well as gain a better understanding of the nature of employment and professional conduct in their chosen industry and in an Australian business context.

Internship Requirement
The internship program comprises two units, each requiring 8 weeks of full-time work (300 hours) in the workplace and forming one full semester of study. The units concentrate on the development and application of non-technical skills important to the students’ chosen profession and developing an awareness of professional conduct within the Australian work context. Students will develop a professional portfolio which will help demonstrate to potential employers their developed skills and suitability for employment. The program also provides an opportunity for students to apply their disciplinary knowledge and demonstrate leadership and autonomy in the research, planning, design and implementation of a work-based project which is related to their postgraduate degree studies. During the 16 weeks of full-time work, students are expected to demonstrate evidence of professional conduct, initiative and professional leadership at the standards expected by industry, as well as demonstrate a capacity to work effectively in a team-based environment. There are attendance requirements for this internship.

Clearance and/or Risk Management Protocols Required
Procedures will be in place to ensure that enrolled students have the necessary clearances and visas prior to their internship. Students will be advised of these requirements during the application process. Student visas do allow for full-time paid employment, as long as this is part of a formal, academic learning program (such as this unit specialisation). The management of risk is addressed in the induction process on-campus and by the host organisation. Students on internship must observe professional practice rules. For more information, see course details on our website.

Employment Opportunities
Opportunities for employment in entry-level management positions exist upon completion of this specialisation.

PROJECT MANAGEMENT

Project Management is becoming a core activity in all organisations and is increasingly responsible for delivery of the corporate strategy. Project Management is a skill which can be applied in almost any industry across a range of projects including: developing a new product or service; effecting a change in structure, staffing, or style of an organisation; designing a new product; developing or acquiring a new or modified information system; constructing a building or facility; running a campaign for political office; or implementing a new business procedure or process.

See more course information:
reachyourpotential.com.au/courses/L89
Management Information Systems

**MASTER OF MANAGEMENT INFORMATION SYSTEMS**

Duration: 2 Years  
Availability & Campus:

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Relevant to both information technology (IT) and non-IT professionals who wish to acquire knowledge and managerial skills with respect to information and communications technology and its associated management implications. Management Information Systems (MIS) describes the broad opportunities for supporting the application of technologies to business. The study of e-business and enterprise systems is an integral part of this area. This course specifically addresses the business and technology issues arising from enterprise use of IT and covers technological, managerial and strategic issues.

**Admission Requirements**
Australian Bachelor degree in a discipline other than Information Systems, with equivalents considered. Alternatively students can have a Graduate Certificate in a relevant discipline, or have five years appropriate supervisory or managerial work experience.

**Professional Recognition**
Australian Computer Society (ACS) have accredited this course.


“ECU’S COURSES ARE UNIQUELY STRUCTURED AND UP-TO-DATE TO PREPARE STUDENTS TO FIT EASILY INTO THE PRACTICAL WORLD LOCALLY AND GLOBALLY.”

ECU was my first choice for the Master of Management Information Systems. ECU has so many collaborations with industry, through partnerships and research, helping to make their courses relevant to current demands. The course is a careful hybrid of business strategy and IT, hence it offers a good technical base coupled with highly coveted soft skills.

**Joachim Mahat**  
ECU Master of Management Information Systems graduate
Marketing

MASTER OF MARKETING AND INNOVATION MANAGEMENT

Duration: 2 Years
Availability & Campus:

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Designed to develop and educate managers, and to provide the skills necessary to create value for an organisation, their customer, their partners and society at large. This coursework Masters will equip students with the skills and knowledge required for a career in customer, product, brand and revenue management, and the skills to research the needs of customers, bring new and innovative products to market, manage channel partners and manage customer satisfaction and loyalty. Specifically, this coursework degree provides students with the skills, theory and practical experience to audit a market, identify opportunities and create, implement and manage marketing processes and plans. Marketing from both a traditional and digital marketing perspective at a local, national and international level are also explored.

Admission Requirements
Bachelor degree, with equivalents considered.

Practicum Option
Students may complete a work based project designed to enhance organisational capability. There are attendance requirements for this practicum. Students on practicum must observe professional practice rules. For more information, see course details on our website.

See more course information: reachyourpotential.com.au/courses/L42
Project Management

GRADUATE CERTIFICATE IN PROJECT MANAGEMENT

Duration: 1 Year
Availability & Campus:

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Designed for individuals looking for an introductory exposure to the subject area of project management. Project management is becoming a core activity in all organisations and increasingly responsible for delivery of the corporate strategy. It is a skill which can be applied in almost any industry across a range of projects, including developing a new product or service, effecting a change in structure, staff or style of an organisation, designing a new motor vehicle, developing or acquiring a new or modified information system, constructing a building or facility, running a campaign for political office, and implementing a new business procedure or process.

Admission Requirements
Bachelor degree in a discipline other than Project Management, with equivalents considered.

Further Studies
Master of Project Management

See more course information: reachyourpotential.com.au/courses/L39

MASTER OF PROJECT MANAGEMENT

Duration: 2 Years
Availability & Campus:

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Project Management is becoming a core activity in all organisations and increasingly responsible for delivery of the corporate strategy. Project Management is becoming a core activity in all organisations and increasingly responsible for delivery of the corporate strategy. ECU’s Master of Project Management is offered within the Faculty of Business and Law, so the course has a strong business focus.

It is a skill which can be applied in almost any industry across a range of projects, including: developing a new product or service; effecting a change in structure, staff or style of an organisation; developing or acquiring a new or modified information system; constructing a building or facility; organising an entertainment event; running a campaign for political office; and implementing a new business procedure or process.

Admission Requirements
Bachelor degree in a discipline other than Project Management, with equivalents considered. Alternatively students can have a Graduate Certificate in a relevant discipline.

Professional Recognition
Australian Institute of Project Management (AIPM) have endorsed this course.

Employment Opportunities
The course provides students with the knowledge to manage projects in almost any industry. It provides a pathway into project management through the development of core skills in such areas as scheduling, project costing, risk management, project leadership and procurement. Those who are already project managers can develop new contacts and extend their knowledge by learning and applying new theories and methods, thus enabling them to move ahead in their careers.

Applying to ECU

Visit ECU’s online applications system www.reachyourpotential.com.au/apply to apply for any of our Graduate Certificates or Masters by Coursework.

ACADEMIC REQUIREMENTS
There are minimum admission requirements to enter ECU courses and you must meet these in addition to meeting any prerequisites and/or special admission requirements for the course for which you intend to apply.

Minimum admission requirements for our postgraduate courses can include:
- Previous university studies
- Professional experience

However, some courses have additional academic entry requirements so refer to the course for which you wish to apply. Visit www.ecu.edu.au/future-students/minimum-requirements for more information.

WHEN TO APPLY
Semester commencement dates for Masters by Coursework, Masters by Research and Professional Doctorates are usually in late February and late July. To secure your place at ECU, please submit your application as soon as possible. Applications to undertake a PhD will be accepted throughout the year.

ENGLISH REQUIREMENTS
In addition to any academic or other special requirements, you must demonstrate English competency for entry into our postgraduate degrees. Visit www.reachyourpotential.com.au/minimum-requirements for more information.

FEES AND FINANCIAL ASSISTANCE

STUDENT SERVICES AND AMENITIES FEE
The Student Services and Amenities Fee (SSAF) is a compulsory payment collected by the University for the provision of a range of services and expanded initiatives in areas including health, counselling, sport and recreation, social clubs and societies, student welfare, careers advice, student advocacy, orientation and student representation. Visit reachyourpotential.com.au/services for more information.

TUITION FEES
The tuition fees you pay are based on what course and units you choose to study. Fees for 2016 will be available from late 2015. Visit our online Fees Calculator (fees.ecu.edu.au) to estimate the cost of your tuition fees.

The due date for fees is different for each teaching period in which you are enrolled. Under the Research Training Scheme (RTS), Australian and New Zealand Citizens and Australian Permanent Residents undertaking higher degrees by research may be exempt from paying tuition fees.

OTHER EXPENSES
You will be responsible for purchasing text books and any equipment required for your course. The cost of these items varies widely from one course to another. Other expenses that you may incur include food, parking, consumables such as stationery and photocopying, as well as transport costs to and from university, including any work placements or off-campus activities.

FEE-HELP
If you are planning to study a course as a domestic full fee-paying student, you may be eligible for FEE-HELP assistance. FEE-HELP is a Commonwealth loan scheme that assists eligible students to defer payment of their tuition fees. Visit www.studyassist.gov.au for more details.

“ECU’S MASTER OF PROJECT MANAGEMENT IS WELL RECOGNISED.”

I wanted to further my university studies in a different field after my business degree and decided to study the Master of Project Management. ECU’s course is well recognised and offers extensive knowledge of the industry as well as practical assignments.

Studying this program gave me practice at team work and taught me to prioritise, it also enhanced my research skills as well as my report writing, which I use everyday at work.

The lecturers are very approachable and responsive and they promote learning through experience sharing, so I was able to learn from classmates as well as my lecturers.

The facilities are up to date and modern and I enjoyed going to Mount Lawley.

My greatest achievement was to receive the Australian Institute of Project Management Postgraduate Award for 2013 in recognition for my achievements throughout the course. Thanks ECU.

Xavier Mamet
ECU Master of Project Management graduate
Our world is more dynamic than ever before, creating new ideas and **NEW POSSIBILITIES**.

So how do you engage with this ever-changing environment? **YOU LEARN.**

Are you ready?

Apply to ECU for 2016

**Contact ECU by**
phone on 134 ECU (134 328)

**For calls outside Australia**
phone (61 8) 6304 0000

**Email us at**
futurestudy@ecu.edu.au
or visit reachyourpotential.com.au

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**Follow us at**
twitter.com/edithcowanuni

**Watch us at**
youtube.com/edithcowanuniversity

GREENING ECU: Edith Cowan University is committed to reducing the environmental impact associated with its operations by conducting its activities in a socially and environmentally responsible manner. This includes implementing strategies and technologies that minimise waste of resources and demonstrate environmentally sensitive development, innovation and continuous improvement.

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