

Business & Law

Creative
thinkers
made here.

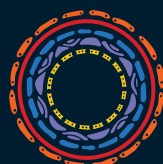
2024 Course Guide

- Accounting
- Accounting & Finance
- Applied Digital Marketing
- Business Analytics
- Commerce
- Entrepreneurship & Innovation
- Event Management
- Finance & Banking
- Global Sport Business Management
- Health Management
- Human Resource Management
- International Business
- International Hotel & Resort Management
- Law
- Law in Business
- Management
- Management Information Systems
- Marketing
- Marketing, Advertising & Public Relations
- People & Culture
- Project Management
- Sport Business
- Supply Chain & Logistics Management
- Tourism & Hospitality Management

Contents

Business & Law at ECU	3
ECU ranked among the best	4
Real-world experiences	5
Bachelor of Commerce	6
Commerce Majors	7
Accounting	8
Accounting & Finance	9
Entrepreneurship	10
Event Management	10
Finance	11
Health Management	11
Human Resource Management	12
International Business	12
International Hotel & Resort Management	13
Law in Business	14
Management	14
Marketing	15
Project Management	15
Sport Business	16
Tourism & Hospitality Management	17
Bachelor of Laws	18
Bachelor of Laws (Graduate Entry)	19
Bachelor of Hospitality & Tourism Management	20
Bachelor of Marketing, Advertising & Public Relations	21
Bachelor of Global Sport Business Management	22
Bachelor of Global Sport Business Management (International) NEW	23
Double Degrees	24
Postgraduate Study	26
Postgraduate Courses	27
Life as a student	28
What pathway can you take into ECU?	30
How to apply	31

Creative thinkers
made here.



ECU is committed to reconciliation and supports a Voice to Parliament being enshrined in the Australian Constitution. We recognise and respect the significance of Aboriginal and Torres Strait Islander peoples' communities, cultures and histories. We also acknowledge and respect the Noongar people as the traditional custodians of the land on which our campuses are located.



ecu.edu.au/about-ecu/indigenous-matters



Ranked in the world's top 100 universities under 50 years old.



The top public university in Australia for undergraduate teaching quality for seven years in a row.

Business & Law at ECU

At ECU's School of Business and Law, you'll learn skills that make you competitive in an ever-changing world of work. Our programs offer a global perspective and prepare our graduates to find employment or establish their own businesses in a variety of fields in Australia or overseas.

Whether you're looking to start a career or pursuing a change of direction, this guide will help you choose from an exciting mix of contemporary and professionally-accredited courses. And to fit study into your busy life, there's the added flexibility of being able to study online, part-time or even through a Summer School program.

In every course you'll get the latest theoretical knowledge in your chosen discipline and test your learning with practical, hands-on experiences in our fantastic on-campus facilities. You'll also build general skills that employers are always seeking by participating in workplace practicums or internships through our network of industry partners.

What's more, ECU's Business disciplines are AACSB International accredited which is synonymous with excellence in business education and awarded to less than six percent of business schools globally.

Set yourself up for a rewarding career with a degree from the School of Business & Law.

Why study Commerce at ECU?

- 1 The top public university in Australia for undergraduate overall educational experience, skills development and learning resources in Business and Management (Good Universities Guide, 2023).
- 2 All students are guaranteed real-world learning experience through Work Integrated Learning.
- 3 Access real-time global financial market data using Refinitiv Eikon software in the SMART Lab and tap into the latest social media data analytics using Synthesio, Hootsuite and other industry relevant platforms in our Digital Hub.
- 4 Collaborate in the Centre for Business Development and our Business Bureau or put theory into practice in our ECU Tax clinic working with tax professionals.

Why study Law at ECU?

- 1 The number one WA university for undergraduate skills development and student support in Law and Paralegal Studies (Good Universities Guide, 2023).
- 2 WA's only online law degree professionally accredited by the Legal Practice Board of Western Australia (LPBWA).
- 3 Access to our state-of-the-art Moot Court which simulates a real-world legal environment.
- 4 Real-world experience opportunities under the supervision of legal practitioners with the on-campus ECU Tax Clinic and the Northern Suburbs Community Legal Centre.



ECU ranked among the best



#1 Business School for Quality in Australia (AFR BOSS Best Business Schools, 2022).



Top public university in Australia for Undergraduate Overall Educational Experience, Skills Development and Learning Resources in Business and Management (Good Universities Guide, 2023).

Top WA university for Undergraduate Skills Development and Student Support in Law and Paralegal Studies (Good Universities Guide, 2023).



Australia's top public university for Overall Educational Experience, Skills Development and Learning Resources in Undergraduate Business and Management (QILT 2021).

WA's top university for Undergraduate Skills Development and Student Support in Undergraduate Law and Paralegal Studies (QILT, 2021).



The Business disciplines at ECU are accredited by AACSB International – held by less than six percent of business schools globally.



Top 250 university in the world for Business and Economic studies (THE Subject Rankings, 2023).



Top 30 in the world in the 2022 ShanghaiRanking's global rankings for Hospitality & Tourism Management.

ECU City

Our new campus in the heart of the Perth CBD will represent the future of university education – urban, connected, integrated with business and community – and part of the lifeblood of a thriving city.

ECU City will seamlessly bring together Creative Industries, Business and Technology to deliver a world-class university campus that transforms the city of Perth.



ECU City will be home to:

- Western Australian Academy of Performing Arts (WAAPA)
- Founding Pianos
- Arts, Design and Communications
- WA Screen Academy
- Broadcasting
- Kurongkurl Katitjin, ECU's Centre for Indigenous Australian Education and Research
- Business and Law
- Technology programs from the School of Science
- University Pathway Programs

Located at the heart of Perth's commercial, cultural and entertainment districts, ECU City will feature state-of-the-art digital smart labs, industry innovation hubs and a dynamic Moot Court for experiential and real-world learning.

ECU City will open to students from 2026.



To follow the journey, visit citycampus.ecu.edu.au

Real-world experiences

ECU and WA Police collaboration project

ECU Law students and trainee detectives from WA Police are working together to provide valuable real-world training opportunities.

ECU Law students act as a prosecutor and defendant counsel in mock trials. Students are presented with a prosecution brief less than 24 hours before they are due to appear in a mock court.

WA Police trainee detectives are required to present the results of their investigations on a case study in these mock trials.

These projects are designed to replicate a real-life court experience that cannot be replicated in the classroom.

In-house work experience as a tax adviser



Australian Government

If you are studying Bachelor of Laws, Bachelor of Commerce or Master of Professional Accounting, you'll have the opportunity to provide tax advice under the supervision of qualified tax managers at the ECU Tax Clinic. Supported by funding from the Australian Government and located on the Joondalup Campus, the clinic offers this free service to individuals, small businesses, charities and not-for-profit organisations who due to some vulnerability may not be able to afford professional tax advice.

ECU and IBM partner to bridge industry-ready skills gap

ECU and global technology giant IBM are creating opportunities for students to 'Earn As They Learn' by providing applied industry experience with IBM and its clients.

Ethan Culff got a lot more than he bargained for when he started his Commerce degree majoring in Project Management. Through ECU's work placement program, he was offered a paid internship with IBM.

Aside from the theory, he was able to put his studies into practice. It also gave him some valuable insights into what it's like working in a real workplace.

Ethan says it has improved his practical, technical and social skills. Best of all, he was offered employment as an Associate Consultant at IBM following his internship.

Find out how ECU's Bachelor of Commerce will equip you for a rewarding career from day one on page 6.



Bachelor of Commerce

Indicative ATAR: 70

Duration: 3 years full-time or part-time equivalent

Availability:	JO	ML	SW	OL
Full-time	■		✱	■
Part-time	■		✱	■

✱ Commerce students at ECU South West will be offered six common core units and the opportunity to complete some electives on campus. In order to complete the Bachelor of Commerce, however, students should be prepared to complete the remaining units online or at ECU's Joondalup Campus.

ECU's Bachelor of Commerce will equip you with the business knowledge and skills to set you up for career success.

Throughout your course – starting from day one – you'll be supported to develop your career. You'll be advancing your networking by learning from industry-experienced academics, participating in industry-ready activities, and gaining practical experience in applying theoretical concepts in real-world settings through different types of Work Integrated Learning (including internship opportunities).

You will also gain critical skills in the areas of leadership, teamwork, critical thinking, communication, sustainability, ethics, and problem-solving.

Tailor your course to your interests with professionally accredited and well-recognised majors that are developed in consultation with the industry. You can create your own mix of majors, minors, and electives. You'll have the flexibility to study through various delivery modes

in a mix of on-campus, online, and on-the-job activities. There are also many opportunities to participate in extra-curricular activities such as ENACTUS* and study tours.

Employment Opportunities

The Bachelor of Commerce prepares students for a diverse range of business-related careers.



See more course information — ecu.edu.au/courses/W23



“The course starts with a broad overview and provides a taste of all aspects of commerce, making it easier to choose a major.”

Jed Rymer-Hird
ECU Commerce graduate



*Enactus ECU is a student-led organisation that ideates, develops and delivers projects in alignment to the 17 UN Sustainable Development Goals. Students put theories learned into practice through real-life projects with environmental and societal impact enactusecu.org.

Commerce Majors

Tailor your degree to suit your career aspirations by choosing up to two of 15 majors.



Accounting

Develop a strong foundation in accounting theory and principles, as well as skills in the field using industry standard software.



Accounting & Finance

Open up your career options in this major, and pursue a role in stockbroking, investment banking, financial advice, or a corporation's finance division.



Entrepreneurship

Learn how to identify business opportunities, and promote and manage new ventures.



Event Management

Learn event planning, logistics, marketing and strategic management, plus critical skills in leadership, teamwork, communication and problem-solving.



Finance

Gain skills to pursue a career in the financial services sector worldwide, including; investment and international banking, corporate treasury and money markets, funds management, financial planning, financial analytics, management consulting and more.



Health Management

Develop leadership and management skills applicable in healthcare settings, both public and private, locally and globally.



Human Resource Management

Learn skills to recruit, manage, train and develop staff within a corporation or other large organisation.



International Business

Study cultural sensitivity, business relationships, foreign direct investment, negotiation, entrepreneurship, HR management, logistics, strategy, ethics and research techniques.



International Hotel & Resort Management

Develop skills in the management of food and beverage, rooms-division, service, international resorts and facilities, finances and strategy.



Law in Business

Study the foundations of law, including framework and process, legal writing and research, torts and trade practices, competition and consumer protection law.



Management

Graduate with a theoretical and practical understanding of organisational behaviour, leadership, strategic management, human resource management and business ethics.



Marketing

Develop practical skills for customer research, product marketing, creating marketing plans, and managing channel partners, customer satisfaction and loyalty.



Project Management

Learn essential skills to effectively manage the planning and execution of projects in a range of industries, large or small.



Sport Business

Learn a variety of skills including sport delivery systems, strategic and HR management, finance and legal, venue and event management and business research and planning.



Tourism & Hospitality Management

Develop the skills required for managing diverse tourism and hospitality businesses, including marketing, planning and development, sustainable tourism, special interest tourism and strategic management.

MAJOR

Accounting

This major can be studied in the following courses:

W23	Bachelor of Commerce
W57	Bachelor of Arts / Bachelor of Commerce
W28	Bachelor of Laws / Bachelor of Commerce
W27	Bachelor of Science / Bachelor of Commerce

Campus:

JO	ML	SW	OL
■			■

Whether you're looking to work for a large corporation, a start-up, a not-for-profit, or in government, this accredited major enables you to graduate industry-ready and with the skills to work in a range of sectors in Australia and internationally.

This major provides you with the practical skills employers are looking for in accounting theory and principles. It will also develop your capacity for inquiry, abstract logical thinking and critical analysis, as well as the communication and interpersonal skills required for success in any industry.

Professional Recognition

Chartered Accountants Australia and New Zealand (CAANZ), CPA Australia, and Institute of Public Accountants (IPA) have accredited this unit set. Students completing this course can access Associate level membership of the Institute of Public Accountants.

Employment Opportunities

There are career opportunities in public practice, industry and government, or as a consultant in areas such as auditing, financial accounting, management accounting, taxation and corporation law. In recent years there have

also been increased opportunities for accountants in allied business functions, such as treasury, superannuation, financial planning, corporate planning, mergers and acquisitions, corporate reconstructions and insolvency.

Careers

Accountant, Company Secretary, Corporate Accountant, Management Accountant, Practising Accountant, Public Accountant, Auditor, Tax Assessor/Planner



“ECU provided a well-rounded degree, allowing me to analyse problems through critical thinking. It ensured I was well prepared for my professional life.”

Patrick Ruitenga
ECU Accounting and Finance graduate



MAJOR

Accounting and Finance

This major can be studied in the following course:

W23 - Bachelor of Commerce

Campus:

JO	ML	SW	OL
■			■

With a strong foundation in the theory and principles of accounting and finance, and practical skills in accounting and finance software, this major will equip you for a fast-paced career in banking, investments, financial advice or in the finance division of any corporation.

You'll develop the practical skills employers are looking for and will develop your capacity for inquiry, abstract logical thinking and critical analysis, as well as the communication and interpersonal skills required for success in any industry.

You'll graduate industry-ready and with the skills to adapt to a range of sectors.

Professional Recognition

Chartered Accountants Australia and New Zealand (CAANZ), CPA Australia, and Institute of Public Accountants (IPA) have accredited this unit set. CAANZ, CPA and IPA professional accreditation only relates to the Accounting units in this major. Students completing this double major can access Associate level membership of the Institute of Public Accountants.

Membership

Graduates who have completed the Finance units are eligible to apply for membership with the Financial Services Institute of Australasia (FINSIA). They will also meet the academic requirements for professional membership.



“ECU provided plenty of opportunities for competitions and extracurricular activities, which have proved to be great additions to my CV.”

Chantelle Gregory
ECU Finance graduate

Employment Opportunities

There are career opportunities in public practice, industry and government, or as a consultant in areas such as auditing, financial accounting, management accounting, taxation, banking, financial advisory, financial planning, investment advisory and other financial consulting.

Careers

Accountant, Company Secretary, Corporate Accountant, Management Accountant, Public Accountant, Auditor, Tax Assessor/Planner, Investment Analyst, Financial Planner, Credit and Banking



MAJOR

Entrepreneurship

This major can be studied in the following courses:

W23	Bachelor of Commerce
T90	Bachelor of Global Sport Business Management (International)
W57	Bachelor of Arts / Bachelor of Commerce
W26	Bachelor of Engineering Honours / Bachelor of Commerce
W28	Bachelor of Laws / Bachelor of Commerce
W27	Bachelor of Science / Bachelor of Commerce

Campus:

JO	ML	SW	OL
■			■

This major is designed to encourage you to think outside the box and develop the knowledge and business skills to successfully develop and implement entrepreneurial ideas.

You'll learn how to identify business opportunities, locally and internationally, and how to promote and manage new ventures. You'll also develop the confidence to bring your own ideas to market, start your own business or succeed as a corporate entrepreneur.

You'll get the opportunity to work with industry and small businesses, including the City of Joondalup, Small Business Development Corporation, and join our entrepreneurial student group ECU ENACTUS.

Employment Opportunities

Students graduate with an evidence-based e-portfolio along with world ready business literacy. There are significant opportunities including starting your own business, owning a franchise, supporting a family business, or seeking employment opportunities in any job or role that involves initiative, innovation, inventiveness, and resilience.

Careers

Small Business Entrepreneur, Real Estate Entrepreneur, Start-up Trainer, Business Advisor, Office Manager, Assistant Manager, Executive Assistant, Business Development Manager, Development Coordinator



MAJOR

Event Management

This major can be studied in the following courses:

W23	Bachelor of Commerce
W57	Bachelor of Arts / Bachelor of Commerce
W28	Bachelor of Laws / Bachelor of Commerce
W27	Bachelor of Science / Bachelor of Commerce

Campus:

JO	ML	SW	OL
■			■

Whether it's planning an international sporting match, business conference, art exhibition, corporate event, wedding expo, or local music festival, you'll graduate with the skills to pursue your ideal job in event management.

With the increasing social, economic and political significance of many high-profile events, employers are seeking university graduates with the skills and knowledge of event planning, marketing and strategic management, along with the employability skills of leadership, teamwork, communication and problem-solving.

You'll gain an insight into the events industry with a focus on marketing, communications and sponsorship, managing the service experience, human resource and strategic management, funding and finance, sport venue and event management, business events management, business research and evaluation, event staging, logistics, and operations management.

Employment Opportunities

There are career opportunities within a range of professional, not-for-profit, government and commercial sport, recreation, hospitality, tourism, arts and corporate organisations at local, state, national and international levels. Within these types of organisations, your role may involve managing aspects of marketing, communications, sponsorship, public relations, sales, venues, equipment, staging, logistics or the hiring, training and supervising of staff related to the management of events.

Careers

Event Manager, Events Coordinator, Events Officer, Events Business Manager, Events Operation Manager, Events Consultant, Conference Manager, Wedding Planner, Party Planner



MAJOR

Finance

This major can be studied in the following courses:

W23	Bachelor of Commerce
W57	Bachelor of Arts / Bachelor of Commerce
W26	Bachelor of Engineering Honours / Bachelor of Commerce
W28	Bachelor of Laws / Bachelor of Commerce
W27	Bachelor of Science / Bachelor of Commerce

Campus:

JO	ML	SW	OL
■			■

This major will prepare you for a fast-paced career in banking, corporate advisory, and portfolio management.

Learn how to provide insightful analysis and build financial models with industry standard technology including Refinitiv Eikon software. Gain knowledge and employability skills, such as leadership, teamwork, critical thinking, communication and problem-solving to ensure your career success.

Membership

Graduates are eligible to apply for membership with the Financial Services Institute of Australasia (FINSIA). They will also meet the academic requirements for professional membership.

Employment Opportunities

There are career opportunities in the financial services sector including, banking, financial advisory, financial planning, investment advisory and other financial consulting in industry and government. There are also opportunities for finance graduates in quantitative and analytical fields such as financial modelling, risk and investment analytics.

Careers

Credit and Banking, Investment Analyst, Financial Analyst, Corporate Advisory, Paraplanner, Financial Planner, Wealth Manager

MAJOR

Health Management

This major can be studied in the following courses:

W23	Bachelor of Commerce
W57	Bachelor of Arts / Bachelor of Commerce
W28	Bachelor of Laws / Bachelor of Commerce
W27	Bachelor of Science / Bachelor of Commerce

Campus:

JO	ML	SW	OL
■			■

Join an international growth area and develop your leadership and management capacity in public or private healthcare organisations.

Effective leadership and management is crucial in the health care industry where continuous change requires people with a vision and commitment to meet the challenges of providing effective health care.

This major is designed to address the identified gap in desired competencies in the intersection between management and health.

Employment Opportunities

Graduates will be equipped for entry level roles and middle management roles in health care including in hospital settings, aged care facilities, clinics, outpatient facilities, businesses, schools and community centres.

Careers

Hospital Administrator, Facility Manager, Regional Manager, Nurse Unit Manager, Allied Health Manager, Clinical Nurse Manager, Corporate Services Manager

ECU's School of Business and Law has partnered with the Australian Medical Association (AMA)

Through this partnership, AMA College students who complete the Diploma of Health Administration and wish to develop their management and leadership skills, may now receive up to one year credit towards ECU's Bachelor of Commerce, majoring in Health Management.



MAJOR

Human Resource Management

This major can be studied in the following courses:

W23	Bachelor of Commerce
Y53	Bachelor of Global Sport Business Management
T90	Bachelor of Global Sport Business Management (International)
W57	Bachelor of Arts / Bachelor of Commerce
W75	Bachelor of Commerce / Bachelor of Psychology
W26	Bachelor of Engineering Honours / Bachelor of Commerce
W28	Bachelor of Laws / Bachelor of Commerce
W27	Bachelor of Science / Bachelor of Commerce

Campus:

JO	ML	SW	OL
■			■

This Human Resource Management major will give you the opportunity to explore your interest in human behaviour and apply this in a corporate setting. You'll learn how to recruit, manage, train and develop a successful team and develop key employability, critical thinking, teamwork, communication and problem-solving skills.

Professional Recognition

Australian Human Resources Institute (AHRI) has accredited this major.

Employment Opportunities

There are career opportunities in industrial relations, training, recruitment and change management, safety and risk management, and performance management in all industries and sectors. Human resource/personnel specialists are increasingly sought after across most industries with organisations needing well-trained and motivated staff to reach their desired business outcomes.

Careers

Human Resource Manager, Human Resource Consultant, Personnel Officer, Training & Development Officer, Employment Relations Officer, Organisational Development Consultant, Management Consultant, Recruitment Consultant, Recruitment Manager

MAJOR

International Business

This major can be studied in the following courses:

W23	Bachelor of Commerce
W57	Bachelor of Arts / Bachelor of Commerce
W26	Bachelor of Engineering Honours / Bachelor of Commerce
W28	Bachelor of Laws / Bachelor of Commerce
W27	Bachelor of Science / Bachelor of Commerce

Campus:

JO	ML	SW	OL
■			■

You'll graduate ready to take on the world with an international business major.

You'll cover the basics of management and then delve into cross-cultural business, international human resource management, negotiation, strategy, foreign direct investment, market entry, global production networks, and foreign trade.

With a focus on international business development, you'll be prepared to achieve success in the complex, competitive and dynamic global business environment.

You'll gain exposure to real-world cases, practices and environments, and gain critical thinking, teamwork, cultural intelligence, problem-solving and effective communication skills.

Employment Opportunities

There are career opportunities in administrative positions within international organisations across government, trade, banking and logistics.

Careers

Business Manager, Exporter & Importer, International Business Consultant, Trade Manager, Foreign Affairs & Trade Officer



"I loved how ECU offered practical, work-ready learning methods, combined with the latest theory."

Joanne May
ECU Human Resources Management graduate

MAJOR

International Hotel and Resort Management

This major can be studied in the following courses:

W23	Bachelor of Commerce
W57	Bachelor of Arts / Bachelor of Commerce
W28	Bachelor of Laws / Bachelor of Commerce
W27	Bachelor of Science / Bachelor of Commerce

Campus:

JO	ML	SW	OL
■			■

This major has been developed in consultation with industry, so you'll gain the real-world employability skills required by leading hotels, resorts and hospitality businesses nationally and internationally. You'll learn to manage hotels and their operations including food and beverage management, rooms division management, service experience, international resort and facilities management, financial management and strategic management.

Using industry standard software and facilities, you'll be equipped with the practical skills you need to work as a business professional and industry leader in the contemporary hotel management sector.

Employment Opportunities

There are career opportunities within hotels and resorts in the accommodation and hospitality services sector globally. Within these types of businesses, you may be involved in the operations and management of accommodation provision and servicing, food and beverage services (including in restaurants, cafés and bars), entertainment, gaming, events, sales and marketing or the hiring, training and supervising of staff.

Careers

Hotel Manager, Resort Manager, Food and Beverage Manager, Rooms Division Manager, Front Office Manager, Hotel or Resort Sales Manager, Restaurant Manager, Café Manager, Bar Manager



“The internship I completed in my final semester was the perfect stepping stone to advance my career.”

Wenxin Zhang
ECU International Hotel and Resort
Management graduate



MAJOR

Law in Business

This major can be studied in the following courses:

W23	Bachelor of Commerce
Y14	Bachelor of Counter Terrorism Security and Intelligence
W57	Bachelor of Arts / Bachelor of Commerce
W27	Bachelor of Science / Bachelor of Commerce

Campus:

JO	ML	SW	OL
■			■

Having a sound understanding of commercial law and the ability to manage legal risk is a skill valued by employers in the private and public sectors. You will study the foundations of law including legal framework, legal process, legal writing and research, torts and trade practices, competition and consumer protection law. You can then tailor the major to your area of interest with three electives including property, employment, banking, mining, international trade and intellectual property, among others.

While this major does not qualify you to become a practising lawyer, you may qualify for entry to ECU's Bachelor of Laws after completing the first year core units.

Employment Opportunities

There are career opportunities in a variety of corporate, government and non-government settings. The grounding of the important legal units with the core units in your Bachelor degree makes graduates a welcome asset in a wide variety of settings, their legal nous complementing their other significant qualifications.

Careers

Company Director, Office Administrator or Manager, Administration Manager, Contract Manager or Officer, Compliance Officer, Legal Administration Officer

MAJOR

Management

This major can be studied in the following courses:

W23	Bachelor of Commerce
Y14	Bachelor of Counter Terrorism Security and Intelligence
Y53	Bachelor of Global Sport Business Management
T90	Bachelor of Global Sport Business Management (International)
W57	Bachelor of Arts / Bachelor of Commerce
W26	Bachelor of Engineering Honours / Bachelor of Commerce
W28	Bachelor of Laws / Bachelor of Commerce
W27	Bachelor of Science / Bachelor of Commerce

Campus:

JO	ML	SW	OL
■			■

The world needs leaders like never before.

With this major you'll learn the skills to take the lead and succeed in managerial positions in any business. There is a focus on organisational behaviour, human resource management, ethics, leadership and strategy to equip you to navigate the future of commerce.

You'll develop skills in critical and innovative thinking, problem-solving, teamwork and communications to open doors to a variety of employment options.

Employment Opportunities

There are career opportunities in human resource management, strategic management and management consulting. With the recent economic change around the world, management specialists will be sought across most industries.

Careers

Business Manager, Manager, Management Consultant, Team Leader, Supervisor, Administrator



“Whilst studying at ECU, I was an ambassador for the Australian Human Resource Institute (AHRI), which secured me an internship.”

Lauren Menegola
ECU Human Resource Management and Management graduate

MAJOR

Marketing

This major can be studied in the following courses:

W23	Bachelor of Commerce
Y53	Bachelor of Global Sport Business Management
T90	Bachelor of Global Sport Business Management (International)
W57	Bachelor of Arts / Bachelor of Commerce
W26	Bachelor of Engineering Honours / Bachelor of Commerce
W28	Bachelor of Laws / Bachelor of Commerce
W27	Bachelor of Science / Bachelor of Commerce

Campus:

JO	ML	SW	OL
■			■

Hone your creative skills with strategic business management knowledge, including critical thinking, teamwork, communication and problem-solving. You could also get the opportunity to do a work placement in your area of interest, giving you advanced access to industry contacts, and a practical insight into future jobs.

Marketing forms one of the core principles of any business. This major gives you the practical skills to research the needs of customers, bring products to market, create and implement marketing plans, and manage customer relationships.

You'll gain the skills to attract new customers and retain existing customers and enhance the relationship with the product, brand, or organisation. As a marketing student, you'll also gain practical experience in both traditional and digital media using industry standard software, and create portfolios that showcase your talents.

There is an emphasis on local, national and international contexts, ensuring you graduate world-ready.

Professional Recognition

Australian Marketing Institute (AMI) has accredited this unit set.

Employment Opportunities

There are career opportunities in business-to-business, business-to-consumer, business-to-government, government-to-consumer and the not-for-profit sectors.

Careers

Marketing Manager, Brand Manager, Customer Relationship Manager, Sales Manager, Business Development Manager, Product Manager, Advertising and Promotions Manager, Market Researcher

MAJOR

Project Management

This major can be studied in the following courses:

W23	Bachelor of Commerce
W57	Bachelor of Arts / Bachelor of Commerce
W26	Bachelor of Engineering Honours / Bachelor of Commerce
W28	Bachelor of Laws / Bachelor of Commerce
W27	Bachelor of Science / Bachelor of Commerce

Campus:

JO	ML	SW	OL
■			■

From healthcare and infrastructure to technology and the environment, Australia needs projects that create impact and bring about change to solve our greatest challenges.

Change doesn't just happen. It requires skilled project managers to lead people, create value and drive the transformation.

In ECU's project management major, you'll learn about project management principles and practice, stakeholders, scope, cost, quality and risk management. Your new in-demand skills will prepare you to lead projects across the commercial, government and not-for-profit sectors.

In this major, you will take part in industry work placements and networking opportunities, and learn from industry-experienced academics. You'll graduate with the skills you need to make change happen.

Professional Recognition

Australian Institute of Project Management (AIPM) has endorsed this unit set.

Employment Opportunities

This major leads to a range of career opportunities as project management skills are transferable across industries. Graduates can work in a variety of managerial and professional roles, including mining, oil and gas, health, property development, IT, banking, finance, engineering, not-for-profit organisations and local, state and federal government.

Careers

Project Team Member, Project Officer, Project Manager, Project Scheduler, Project Administrator, Project Support Officer

Project Management endorsed by the Australian Institute of Project Management (AIPM).

Our Project Management major is the first undergraduate program in Australia to be endorsed by the AIPM. The School also collaborates with the AIPM to provide networking events and industry engagements for students.

MAJOR

Sport Business

This major can be studied in the following courses:

W23	Bachelor of Commerce
M89	Bachelor of Science (Exercise and Sports Science)
W97	Bachelor of Science (International Exercise and Sports Science)
W57	Bachelor of Arts / Bachelor of Commerce
W28	Bachelor of Laws / Bachelor of Commerce
W31	Bachelor of Science (Exercise and Sports Science) / Bachelor of Commerce (Sport Business)
W27	Bachelor of Science / Bachelor of Commerce

Campus:

JO	ML	SW	OL
■			■

Sport not only provides entertainment to billions of people around the world, it is also a multi-million dollar industry.

The commercialisation and professionalisation of sport as a global industry has increased demand for university graduates with the knowledge, practical skills and transferable employability skills who can work as business professionals and industry leaders in contemporary sport agencies and organisations, or manage their own sport business.

There are job opportunities for venue managers, marketing managers, finance managers, sport development managers, player managers, health and fitness franchisees, sport business owners and more.

You'll graduate with not only theoretical knowledge but also have the chance to undertake a range of professional industry practice opportunities in the relevant industries.

You can further specialise your studies with a stronger industry focus in various fields such as marketing, human resource management, public relations, or tourism and hospitality management.

Practicum

Students will undertake a work integrated learning practicum placement in one unit in a not-for-profit, incorporated sport organisation/club. There are attendance requirements for this practicum.

Clearance and/or Risk Management Protocols Required

Some organisations may require clearances, screenings and certificates, and will liaise directly with students regarding any requirements. Students on practicum must observe professional practice rules. For more information, see course details on our website.

Non-Standard Timetable

Please note this major has a practicum unit (SPM2111) which is core to the program. Students will be required to complete a minimum of 20 hours at a host organisation. These hours may be outside normal university hours.

Employment Opportunities

There are career opportunities within a range of professional, commercial, not-for-profit and government sport organisations at local, state, national and international levels. Within these types of organisations, your role may involve managing aspects of sport clubs, businesses, associations and federations, sport facilities and venues, player and athlete development, sport programs, events and services, sales, communications and marketing, or the hiring, training and supervising of staff.

Careers

Sport Association CEO, Sport Development Manager, Sport Event Manager, Sport Marketing & Sponsorship Manager, Sport Corporate Affairs Manager, Sport Communications Manager, Sport Membership Manager, Sport Club Manager, Player Manager, Sport Business Owner/Manager



MAJOR

Tourism and Hospitality Management

This major can be studied in the following courses:

W23	Bachelor of Commerce
Y53	Bachelor of Global Sport Business Management
T90	Bachelor of Global Sport Business Management (International)
W57	Bachelor of Arts / Bachelor of Commerce
W27	Bachelor of Science / Bachelor of Commerce

Campus:

JO	ML	SW	OL
■			■

The hospitality and tourism industry is dynamic and fast-paced, offering a wide range of careers. This major equips you for roles as a business professional and industry leader in contemporary tourism or hospitality organisations. The key areas of focus for managing diverse tourism and hospitality businesses include managing the service experience, destination and visitor management, social media marketing, sustainable tourism development, and strategic management.

You can also tailor your course with specialised electives to set you apart in your chosen field.

Employment Opportunities

There are career opportunities within a diverse range of tourism and hospitality businesses globally including, tour companies, travel agencies, visitor centres, hotels, theme parks and visitor attraction sites, convention centres, events companies, restaurants, cafés and bars.

Within these types of businesses, students may be involved in the operations and management of tourism operations, visitor services, travel agencies, hospitality services, entertainment, gaming, conferences, events and banquets, sales and marketing, or the hiring, training and supervising of staff.

Careers

Tour Operator, Visitor Centre Manager, Theme Park Manager, Sustainable Tourism Operator, Tour Guide, Tourist Attraction Manager, Hospitality Services Manager, Hospitality or Tourism Business Manager



Bachelor of Laws

Indicative ATAR: 85

Duration: 4 years full-time or part-time equivalent

Availability:	JO	ML	SW	OL
Full-time	■			■
Part-time	■			■

Make a positive change in the world with a fully accredited law degree that can be studied on-campus or online.

This course equips you for a rewarding career in the legal, corporate, commercial or social justice fields. You can tailor the course to your area of interest by specialising in specific areas of law.

You'll have the chance to put theory into practise.

There are also opportunities to work on real-life cases in our Community Legal Practice unit, compete in mooting competitions nationally and internationally, and be involved in the Law Society Peer Mentoring Program.

You'll graduate prepared for a career in the courtroom and beyond.



"It is a childhood dream for me to be studying law. ECU's flexible study options, approachable lecturers, and support services play a big part in making this dream come true."

Elena Lucassen
ECU Law student

Admission Requirements

Applications for this course are not accepted through ECU's Experience Based Entry Scheme.

Professional Recognition

Legal Practice Board of Western Australia (LPBWA) has accredited this course.

Certification

ECU's Law degrees are certified by the Australian Law Schools Standard (ALSS) Committee, which is accorded to universities who pursue excellence in their operations, culture, mission and vision of Law.

Registration

Students will need to graduate to be eligible to register with the Legal Practice Board of Western Australia (LPBWA). Registration with the Legal Practice Board of Western Australia (LPBWA) is required to practice in the profession.

The Bachelor of Laws degree (LLB) satisfies the academic requirements for the admission as a legal practitioner in Western Australia and is professionally accredited by the Legal Practice Board of Western Australia.

For information about the admission process and the additional requirements that must be completed to be eligible for admission, contact the Legal Practice Board of Western Australia.

Employment Opportunities

There are career opportunities in private practice, in-house corporate practice and in-house government roles. Corporate planning, government policy, politics, journalism, creative writing and many other careers that require excellent written and verbal communications skills, and logic and analytical ability are also options for graduates.

Careers

Lawyer, Barrister, Solicitor, Legal Practitioner, Courts Administrator, Civil Service Administrator, Tax Inspector, In-house/Community Legal Adviser, Legal Publisher



See more course information —
ecu.edu.au/courses/V72



WA UNIVERSITY
LAW

Undergraduate Skills Development and
Student Support, Good Universities Guide 2023



Bachelor of Laws (Graduate Entry)

Indicative ATAR: Not applicable

Duration: 3 years full-time or part-time equivalent

Availability:	JO	ML	SW	OL
Full-time	■			■
Part-time	■			■

Do you have a bachelor's degree in another field and an interest in studying law?

Make a positive change in the world with a fully accredited law degree that can be studied on-campus or online in three years full-time study or part-time equivalent. You can also tailor the course to your area of interest by specialising in specific areas of law.

This course equips you with the skills for a rewarding career in the legal, corporate, commercial or social justice fields. You can tailor the course to your area of interest by specialising in specific areas of law.

You'll have the chance to put theory into practice.

There are also opportunities to work on real-life cases in our Community Legal Practice unit, compete in mooting competitions nationally and internationally, and be involved in the Law Society Peer Mentoring Program.

You'll graduate prepared for a career in the courtroom and beyond.

Admission Requirements

All applicants are required to have a recognised Bachelor or Master's degree in any discipline. Alternatively applicants can have a Graduate Certificate or Graduate Diploma, where in the opinion of the Course Coordinator, the student has appropriate experience/achievements since graduation to qualify them for admission to the course.

Applications for this course are not accepted through ECU's Experience Based Entry Scheme.

Professional Recognition

Legal Practice Board of Western Australia (LPBWA) has accredited this course.

Certification

ECU's Law degrees are certified by the Australian Law Schools Standard (ALSS) Committee, which is accorded to universities who pursue excellence in their operations, culture, mission and vision of Law.



"I had the chance to complete an internship at a law firm. This was a great opportunity to apply the theory I've learned into practice."

Stuart Caporn
ECU Law graduate

Registration

Students will need to graduate to be eligible to register with the Legal Practice Board of Western Australia (LPBWA). Registration with the LPBWA is required to practice in the profession.

The Bachelor of Laws degree (LLB) satisfies the academic requirements for the admission as a legal practitioner in Western Australia and is professionally accredited by the LPBWA. For information about the admission process and the additional requirements that must be completed to be eligible for admission, contact the LPBWA.

Employment Opportunities

There are career opportunities in private practice, in-house corporate practice and in-house government roles. Corporate planning, government policy, politics, journalism, creative writing and many other careers that require excellent written and verbal communications skills, and logic and analytical ability are also options for graduates.

Careers

Lawyer, Barrister, Solicitor, Legal Practitioner, Judge's Associate, In-house Counsel, Community Legal Adviser, Government Legal Officer



See more course information —
ecu.edu.au/courses/Y11



COURSE

Bachelor of Hospitality and Tourism Management

Indicative ATAR: 70

Duration: 3 years full-time or part-time equivalent

Availability:	JO	ML	SW	OL
Full-time	■			■
Part-time	■			■

This degree will equip you for a career in the hospitality and tourism management sector—one of the fastest growing and high demand industries around the world.

You'll gain an understanding of food and beverage management, sustainable tourism development, managing the service experience, business identity and protocols, the business environment, and event management. You can further specialise your degree with marketing, human resource management, international business or events management.

This course will expose you to industry standard technology and you'll develop international and cultural perspectives. You'll graduate with the essential skills to succeed in middle and senior levels in hospitality and tourism management.

Employment Opportunities

There are career opportunities within a diverse range of global hospitality and tourism businesses including hotels, resorts, tour companies, travel agencies, visitor centres, theme parks, visitor attraction sites, convention centres, events companies, restaurants, and cafés and bars. Graduates may be involved in the operations and management of accommodation provision and servicing, food and beverage services (including in restaurants, cafés and bars), entertainment, gaming, conferences, events and banquets, tourism operations, visitor services, sales and marketing, and the hiring, training and supervising of staff.

Careers

Hotel Manager, Resort Manager, Food and Beverage Manager, Front Office Manager, Hotel Sales Manager, Tour Operator, Visitor Centre Manager, Theme Park Manager, Eco-tourism Operator



See more course information — ecu.edu.au/courses/K93



PUBLIC UNIVERSITY IN AUSTRALIA BUSINESS

Undergraduate Overall Educational Experience, Skills Development and Learning Resources, Good Universities Guide 2023

Hospitality & Tourism Management Ranked in Top 30

ECU placed in the world's top 30 in the ShanghaiRanking's 2022 global rankings for Hospitality & Tourism Management.



SHANGHAI RANKING

Bachelor of Marketing, Advertising and Public Relations

Indicative ATAR: 70

Duration: 3 years full-time or part-time equivalent

Availability:	JO		ML	SW	OL
Full-time	■	+	■		■
Part-time	■	+	■		■

The Marketing units are available on the Joondalup Campus, and the Advertising and Public Relations units are available on the Mount Lawley Campus.

This unique degree blends marketing, advertising and public relations, so you'll graduate with a suite of skills to work in any creative industry. You'll hone your marketing skills with strategic business management knowledge, and gain employability skills, including critical thinking, teamwork, communication and problem-solving. You may also get the opportunity to do a work placement in your area of interest, giving you advanced access to industry contacts, and a practical insight into future jobs.

You'll work with real-world industry contacts, using industry standard software to ensure you gain the skills you need to attract new customers, retain existing customers and enhance the relationship with the product, brand, or organisation. You'll also gain practical experience in both traditional and digital media, and create portfolios that showcase your learnings and talents.

Combined with the art, science and strategy of advertising, and the communications practice of public relations, you'll graduate ready for a diverse career.

Employment Opportunities

This combination of three disciplines in one course equips graduates with a competitive career advantage across a wide range of industries. Students can also focus on areas of interest through elective units. There are career opportunities in business-to-business, business-to-consumer, government-to-consumer and the not-for-profit sectors.

Careers

Marketing Manager, Brand Manager, Product Manager, Business Development Manager, Market Researcher, Media Planner, Advertising and Promotions Manager, Copywriter, Desktop Publisher



See more course information —
ecu.edu.au/courses/Y99



“I wanted an education that would prepare me for getting a job when I graduate – and when I land that job, be confident and have the knowledge needed for my role. I really liked ECU’s approach of being ‘job-ready.’”

Anna Froederberg
 ECU Marketing graduate

Bachelor of Global Sport Business Management

Indicative ATAR: 70

Duration: 3 years full-time or part-time equivalent

Availability:	JO	ML	SW	OL
Full-time	■			■
Part-time	■			■

This course provides specific, industry-focused theoretical knowledge and practical skills for a career in the dynamic and globalised sport industry, including the fast-paced and growth area of event management. It will provide you with the essential knowledge, competencies and professional perspectives required by middle and senior levels of management in these industries.

The course commences with an introduction to the sport and event industries and focuses on the key aspects of sport delivery systems, event management, leadership and programming, business environments and markets, culture and professional identity development, sport and recreation facilities and services management, strategic and human resource management, marketing in global sport business, funding and finance, sport venue management, event operations management, legal aspects, marketing analytics and business research and planning.

Majors are available in the following disciplines

Human Resource Management, Management, Marketing, Sports Science, Tourism & Hospitality Management.

Practicum

Students will undertake work integrated learning practicum placements in three units:

Year 1

- SPM1102 – 10 hours (sport or recreation programming setting)
- SPM2111 – 20 hours (not-for-profit, incorporated sport organisation/club)

Year 3

- TSM3501 – 15 hours (event setting).

Students are required to complete a minimum of 45 practicum placement hours in total across their host organisations in three units. These hours may be outside normal university hours.

Clearance and/or Risk Management Protocols Required

Some organisations may require clearances, screenings and certificates, and will liaise directly with students regarding any requirements.

Employment Opportunities

There are career opportunities in a range of professional, commercial, not-for-profit and government sport, recreation and event organisations at local, state, national and international levels. Roles may involve managing aspects of clubs, associations and federations, events, facilities, sport and entertainment venues, player and athlete development, programs, activities and services, sales, communications and marketing or the hiring, training and supervising of staff.

Careers

Sport Development Manager, Sport Marketing and Sponsorship Manager, Sport Social Media Manager, Sport Membership Manager, Sport Club Manager, Player Manager, Fan Engagement Manager, Sport Venue Manager, Event Manager, Commercial Partnerships Manager, Recreation Facility Manager, Aquatic Centre Manager, Sport and Recreation Service Manager, Fitness and Wellbeing Manager



See more course information — ecu.edu.au/courses/Y53



WA UNIVERSITY
BUSINESS

Undergraduate Teaching Quality, Learner Engagement and Student Support, Good Universities Guide 2023



“My experience working with the West Coast Eagles has been a dream come true and gave me a foot-in-the-door for being offered full-time employment as an Events Coordinator with them.”

Kate Diviney
ECU Sport and Events Management graduate

Bachelor of Global Sport Business Management (International) NEW

Indicative ATAR: 70

Duration: 4 years full-time or part-time equivalent

Availability: JO ML SW OL

Full-time	■			
Part-time	■			

The first two years are delivered on campus by Edith Cowan University. The third year is delivered on campus by the University of Portsmouth in the United Kingdom, and the fourth year is delivered on campus by Edith Cowan University on campus.

This International Dual Degree will provide valuable international experiences and cultural perspectives. You'll gain industry-focused knowledge and practical skills for a managerial career in the dynamic and globalised sport industry, including in the fast-paced and growth area of event management by studying for three years at ECU (Years 1, 2 and 4) and one year in the UK at the University of Portsmouth (Year 3).

You'll graduate with a Bachelor of Global Sport Business Management (International) from ECU and a BSc (Hons) Global Sport Management from the University of Portsmouth (UK).

You will develop an international perspective on the essential business knowledge and professional competencies required by middle and senior managers in a variety of roles across commercial, professional, not-for-profit and government sectors at local, state, national and international levels, as well as those sport businesses which operate in a global context.

You'll develop disciplinary knowledge and skills in the key aspects of sport delivery systems, sport and recreation facilities and services management, culturally responsive sport leadership and programming for diverse community needs, business environments and markets, culture and professional identity development, human resource management in sport organisations, event operations management, sales and marketing in global sport business, sport law, sport and event funding, finance and economics, sport entrepreneurship and business venturing, operational and strategic management in sport, sport stadia, venue and event management, marketing analytics and business research and planning.

Students also undertake a range of work placements and project work with relevant industry organisations in local and international contexts.

Majors are available in the following disciplines

Entrepreneurship, Human Resource Management, Management, Marketing, Sports Science, Tourism and Hospitality Management

Practicum

This dual degree provides approved students (on application and subject to a selection process) with the opportunity to apply for an internship placement with a leading sport, recreation and/or event organisation.

Employment Opportunities

There are career opportunities in a range of professional, commercial, not-for-profit and government sport, recreation and event organisations at local, state, national and international levels. Roles may involve managing aspects of clubs, associations and federations, events, facilities, sport and entertainment venues, player and athlete development, programs, activities and services, sales, communications and marketing or the hiring, training and supervising of staff.

Careers

Sport Development Manager, Sport Marketing and Sponsorship Manager, Sport Social Media Manager, Sport Membership Manager, Sport Club Manager, Player Manager, Fan Engagement Manager, Sport Venue Manager, Event Manager, Commercial Partnerships Manager, Recreation Facility Manager, Aquatic Centre Manager, Sport and Recreation Service Manager, Fitness and Wellbeing Manager

→ See more course information — ecu.edu.au/courses/T90

Dual Degrees at ECU and the University of Portsmouth

ECU and the University of Portsmouth (UK) are working in partnership to provide students a truly global educational experience while receiving two degrees.

Based between both universities, students will study for a dual degree in less time than it would take to study both degrees consecutively.

Students benefit from the teaching expertise, research and facilities of both institutions, expanding their life experience, and benefiting from studying their chosen field in an international context.

→ For more information visit — ecu.edu.au/uni-portsmouth



Double Degrees

Bachelor of Arts / Bachelor of Commerce

Indicative ATAR: 70

Duration:	4 years full-time or part-time equivalent			
Availability:	JO	ML	SW	OL
Full-time	■	+	■	■
Part-time	■	+	■	■

Students attend the Mount Lawley Campus for the Arts component and the Joondalup Campus for the Commerce component.

→ See more course information — ecu.edu.au/courses/W57

Bachelor of Commerce / Bachelor of Psychology

Indicative ATAR: 70

Duration:	4 years full-time or part-time equivalent			
Availability:	JO	ML	SW	OL
Full-time	■			■
Part-time	■			■

→ See more course information — ecu.edu.au/courses/W75

Bachelor of Engineering Honours / Bachelor of Commerce

Indicative ATAR: 80

Duration:	5 years full-time or part-time equivalent			
Availability:	JO	ML	SW	OL
Full-time	■			
Part-time	■			

→ See more course information — ecu.edu.au/courses/W26

Bachelor of Engineering Honours / Bachelor of Laws

Indicative ATAR: 85

Duration:	6 years full-time or part-time equivalent			
Availability:	JO	ML	SW	OL
Full-time	■			
Part-time	■			

→ See more course information — ecu.edu.au/courses/Y66



“The openness of the university and the acceptance and recognition of diversity makes ECU feel like a community and not just a learning facility.”

Jacqueline Gilchrist
ECU Law graduate



Bachelor of Laws / Bachelor of Commerce

Indicative ATAR: 85

Duration: 5 years full-time or part-time equivalent

Availability:	JO	ML	SW	OL
Full-time	■			■
Part-time	■			■

→ See more course information — ecu.edu.au/courses/W28

Bachelor of Laws / Bachelor of Criminology and Justice

Indicative ATAR: 85

Duration: 5 years full-time or part-time equivalent

Availability:	JO	ML	SW	OL
Full-time	■			■
Part-time	■			■

→ See more course information — ecu.edu.au/courses/K30

Bachelor of Laws / Bachelor of Psychology

Indicative ATAR: 85

Duration: 5 years full-time or part-time equivalent

Availability:	JO	ML	SW	OL
Full-time	■			■
Part-time	■			■

→ See more course information — ecu.edu.au/courses/W23

Bachelor of Science (Exercise and Sports Science) / Bachelor of Commerce (Sport Business)

Indicative ATAR: 70

Duration: 4 years full-time or part-time equivalent

Availability:	JO	ML	SW	OL
Full-time	■			
Part-time	■			

→ See more course information — ecu.edu.au/courses/W31

Bachelor of Science / Bachelor of Commerce

Indicative ATAR: 70

Duration: 4 years full-time or part-time equivalent

Availability:	JO	ML	SW	OL
Full-time	■			
Part-time	■			

→ See more course information — ecu.edu.au/courses/W27





Postgraduate Study

Whether you're looking to upskill or make a career change, our postgraduate business courses provide you with the ability to adapt and thrive in challenging situations within modern organisations.

In today's ever-changing and competitive business environment, organisations require highly-skilled managers who can lead in an effective, efficient and responsible manner. Our courses focus on developing problem-solving skills, and effective interpersonal and relationship management skills.

Coursework

We offer a range of postgraduate courses, at three different levels of study, including Graduate Certificate, Graduate Diploma or Masters. A Masters course can be completed in two years if studied full-time, however Graduate Certificates and Graduate Diplomas are nested within the course. This means you can complete a Graduate Certificate in six months, or a Graduate Diploma in one year of full-time study. This will give you credit into a Masters course.

Graduate Certificate

A Graduate Certificate is a great way to diversify your current skills and knowledge with courses of only three units. The best part is you can complete them in as little as six months of full-time study. A completed Graduate Certificate is a recognised pathway into many other postgraduate coursework programs, such as a Masters in the same discipline, providing a great opportunity to get a taste of the discipline without committing to a full two year degree.

Graduate Diploma

Our Graduate Diplomas comprise of six units in a particular discipline, and expand further on content studied at Graduate Certificate level. They generally entail one year of full-time study.

Masters by Coursework

A Masters by Coursework develops advanced knowledge and skills in a discipline or area of practice. This includes knowledge of research principles and methods. 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

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.

Research degrees are available at a Masters or Doctorate level.



ECU is ranked the #1 Business School for Quality in Australia by the 2022 AFR BOSS Best Business Schools.



Postgraduate Student Support and Learning Resources, Good Universities Guide 2023

Postgraduate Courses

The School of Business and Law offers the following postgraduate courses:

- Graduate Certificate of Accounting and Finance
- Graduate Certificate of Applied Digital Marketing
- Graduate Certificate of Business
- Graduate Certificate of Business Analytics
- Graduate Certificate of Executive Leadership and Management
- Graduate Certificate of Hospitality Management
- Graduate Certificate of Human Resource Management
- Graduate Certificate of People and Culture
- Graduate Certificate of Project Management
- Graduate Certificate of Supply Chain and Logistics Management
- Graduate Diploma of Accounting and Finance
- Graduate Diploma of Business
- Graduate Diploma of Business Analytics
- Graduate Diploma of Business Transformation
- Graduate Diploma of Human Resource Management
- Graduate Diploma of Project Management
- Graduate Diploma of Supply Chain and Logistics Management
- Master of Business Administration

Specialisations you can study in this course include:

- Business Analytics
- Cyber Security Studies
- Design Thinking
- Entrepreneurship and Innovation
- Environmental Management
- Finance
- Health Care Leadership and Management
- Hospitality Management
- Human Resource Management
- Information Systems
- Management of Occupational Health and Safety
- Marketing
- People and Culture
- Professional Internship
- Supply Chain and Logistics Management

- Master of Business Administration International
Specialisations you can study in this course include:
 - Cyber Security Studies
 - Design Thinking
 - Engineering Management
 - Entrepreneurship and Innovation
 - Environmental Management
 - Finance
 - Hospitality Management
 - Human Resource Management
 - Information Systems
 - Marketing
 - People and Culture
 - Professional Internship
 - Project Management
 - Supply Chain and Logistics Management
- Master of Business Analytics
- Master of Business by Research
- Master of Finance and Banking
- Master of Human Resource Management
- Master of International Hospitality Management
- Master of Laws (Research)
- Master of Management Information Systems
- Master of Marketing and Innovation Management
- Master of Professional Accounting
- Master of Project Management
- Master of Supply Chain and Logistics Management
- Doctor of Philosophy
- Doctor of Philosophy (Integrated)



“I didn’t think twice when deciding where to complete my Master’s degree.”

Kelly Watson
ECU Master of Human Resource Management graduate

ECU’s Master of Project Management is accredited by the Project Management Institute Global Accreditation Centre for Project Management.



Life as a student

It doesn't matter if you've just left high school or you haven't been a student for a few years, study at uni is a whole new world. The good news is, no matter what your study challenges, we're ready to help you succeed.

Adjusting to study whatever your situation

At ECU, we'll support you through your studies whatever your personal circumstances. This includes if you have a medical condition or disability or have responsibilities for caring for a family member in a similar situation.

It might also include ensuring you can continue to observe any cultural or religious practices.

Our Access and Inclusion team will work with you to identify reasonable adjustments to your study and uni life. They'll also provide ongoing support to you through an individual Learning Access Plan.



Adjusting to academic life

Learning at university can be a bit daunting to begin with, but we've got you covered whatever help you need.

That includes help with preparing assignments, help with researching or referencing, help with online study and loads more. You even get a peer mentor in your first semester!





Career advice and job skills

You can get support and resources to help you plan your future career, as well as find work or volunteering experience while you're a student.

This includes career-based workshops, industry events, one-to-one career advice and more.

Free counselling service

If you need to discuss any personal issues that may be affecting your ability to study, we have a free, professional and confidential psychological counselling service.

Sports and Gyms

Being physically active positively stimulates your student brain and helps you reduce the stress of assignment deadlines or exams.

So, it's a good thing that our campuses have terrific sports and gym facilities. You can also join group fitness classes, social sports teams or attend regular healthy activities like yoga classes.

Student health services

The ECU campuses in Joondalup and Mount Lawley have student health centres with doctors (GPs), and nurses to assist you if you need them. The services are covered by Medicare or Overseas Student Health Funds so most visits are free or low cost.



What pathway can you take into ECU?

If you don't have an ATAR, or you do but got a lower ATAR than expected, you still have pathway options into university courses.

For some of these pathways, you may need to have completed WACE.



Watch a short video on pathways to ECU — youtu.be/p1UUREajlNI

University Preparation courses

This is a pathway we recommend to students who didn't get an ATAR, or didn't get the ATAR they had hoped for. UniPrep courses are free too.

UniPrep is either a standard uni semester course or one of two intensive courses – UniPrep Accelerate for 4 weeks in January and UniPrep Summer from November to January.



Read more about UniPrep — ecu.edu.au/degrees/uniprep

Experience Based Entry

If you don't have an ATAR (or had a near-miss) or any VET qualifications, like a Cert IV, this could be your way into university.

You'll need to include a letter telling us about your goals and why you want to go to uni as part of your application, along with references.



Read more about Experience Based Entry — ecu.edu.au/future-students/course-entry/experience-based-entry-scheme

Diploma or Cert IV Entry

If you've completed or started a VET course at a TAFE or another training organisation since high school, you might also have a pathway to uni.

If you completed a Diploma or an Advanced Diploma you may be eligible to go straight into an undergraduate course.



To read more about all pathways — ecu.edu.au/degrees/pathways

How to apply

Application options can vary, depending upon your situation and your chosen pathway.

Australian universities have 4 standard categories that cover student applications.

These are:

- Recent secondary education (typically most school leavers)
- Work and life experience (usually mature age students who've been working)
- Vocational education and training (VET) (think TAFE students)
- Higher education student (people who've got a degree or done a bridging course)

We won't try to explain these in this space, but we suggest you visit our Applying page and see which category is your best fit.

The page also details your different entry requirements and options.

→ Everything about applying is here — ecu.edu.au/future-students/applying

If you'd rather talk to us about applying for courses, we'd love to hear from you. Call 134 328 or drop into your nearest ECU campus.



Become an ECU student in 6 steps

- 1 Choose your course.**
Consider having a back-up course in case you've applied for a popular course, and it's oversubscribed. You can apply for up to 3 courses at once.
- 2 Check entry requirements.**
Some courses have special admission or 'inherent' requirements so check these too.
- 3 Check the application date.**
Don't miss the deadline for your chosen course/s.
- 4 Apply for a scholarship.**
These are awarded to all kinds of people, not just high achievers. You can do this when you apply for a course.
- 5 Have your paperwork ready.**
You'll need scanned copies of other qualifications, your résumé or other required paperwork ready to upload.
- 6 Accept your offer.**
If you're successful, we'll send you an offer of a place. We hope you accept it and become an ECU student!

Every effort has been made to ensure that the information in this publication is correct at the time of production. The information is subject to change from time to time and the University requests the right to add, vary or discontinue courses and impose limitations on enrolment in any course. The publication constitutes an expression of interest and is not to be taken as a firm offer or understanding. This publication is intended for Australian citizens and permanent residents only. Some information contained in this publication may not be applicable to international students.

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.




Unlock your superpower.

Creative thinkers
made here.


CRICOS Provider No. 00279B | RTO Code 4756
TEQSA ID PRV12160, Australian University

Contact

 +61 8 6304 0000
(For calls outside Australia)

 ECU.EDU.AU

Find us at


 [ecujourney](https://www.facebook.com/ecujourney)

 [edithcowanuni](https://twitter.com/edithcowanuni)

 [edithcowanuniversity](https://www.youtube.com/edithcowanuniversity)

 [edithcowanuniversity](https://www.instagram.com/edithcowanuniversity)

 [edithcowanuni](https://www.tiktok.com/edithcowanuni)

 [school/edith-cowan-university](https://www.linkedin.com/school/edith-cowan-university)