



LEADERSHIPWA



Image: Future ECU City campus in Perth

# BUILD ON YOUR SIGNATURE LEADERSHIP PROGRAM KNOWLEDGE WITH UP TO 50% CREDIT TOWARDS AN ECU MBA

**What kind of leader do you want to be?**

**One who controls — or one who empowers?**

**One who holds on to the past — or one who embraces the future?**

**One who puts profit before people — or one that leads profit through people?**

If you are a graduate\* of Leadership WA's Signature Leadership Program, you are invited to further explore your leadership with an ECU MBA.

Being a leader of tomorrow is about transforming yourself as much as transforming your business. It means expanding your abilities to navigate complexity and drive positive change.

With ECU's Master of Business Administration (MBA), you will study a curriculum informed by the need for contemporary leaders with a holistic mindset and develop a human-focused, transformational approach to business and leadership.

Learn to solve real-world problems that drive value and enhance innovation. Build your knowledge of leadership from Australia's only university named after a female champion of social justice, and a leader of change.

"I've provided assignments to my executive team to use, so the material is real-world-relevant enough to be looked at for potential implementation within our organisation."

Lisa Pascoe, Senior Manager at a Fortune 500 company and MBA graduate



ECU is Australia's top ranked business school for quality – **AFR BOSS Magazine Best Business Schools List 2022.**



## You're already halfway to ECU's MBA

As a Signature Leadership Program graduate\*, you're on your way to qualifying for an ECU MBA\*\*, in recognition of the value of your prior learning. This qualifies you for credit of up to 50% of the units taught in the MBA. Upon successful completion of the Signature Leadership Program, you will be credited for three core leadership units which form part of the ECU MBA. These are:

- FBL5010 Managing People & Organisations
- MBA6010 Responsible Management
- MBA6064 Transformative Leadership

In addition, if you meet all requirements of the Signature Leadership Program, you will be awarded credit for 3 elective units. This will result in you being halfway through your ECU MBA before you even start!

\*Available for graduates of the Leadership WA Signature Leadership Program from 2020 onwards, who have completed all Program requirements.

\*\* The advanced standing applies to ECU MBA Course J52, delivered intensively with both online and on-campus components. The on-campus components will be held at the ECU City Hub, Perth CBD.

## Why study an MBA?

Build the broad skillset required of leaders in contemporary organisations and be able to support a diverse range of business functions:

- understand and leverage strategic marketing concepts
- analyse financial performance and risk from multiple perspectives
- leverage data analytics to make better- informed business decisions
- explore strategic management issues and processes, in an increasingly interconnected international environment to build high performance organisations and achieve sustainable strategies.

You are invited to find out more and apply online at [ecu.edu.au/courses/j52](https://ecu.edu.au/courses/j52)