

EDITH COWAN UNIVERSITY

# HEAD, SCHOOL OF BUSINESS

## FACULTY OF BUSINESS AND LAW

Information for Candidates





# Our Purpose

To further develop valued citizens for the benefit of Western Australia and beyond, through teaching and research inspired by engagement and partnerships.

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# Welcome

This is an exciting time in the continuing development of Edith Cowan University. We are seeking a dynamic and energetic individual to provide strong leadership, continue to drive change and reposition ECU's School of Business. As well as changes to the landscape of tertiary education in Australia, in early 2015 a new Vice-Chancellor will commence at ECU with a new vision for the University. This change-rich environment will require ECU and its Schools to proactively plan for the challenges ahead, and respond. This unique opportunity to lead the ECU School of Business is available for the right person.

At ECU we are guided by the values of integrity, respect, rational inquiry and personal excellence. Our focus on teaching and research is inspired by engagement and partnerships, and we take every opportunity to link with and learn from those in the many communities we were established to serve.

ECU is committed to breaking down barriers that restrict entry to education and we are continuing to enhance the awareness of our diverse range of pathways through higher education that enable motivated and capable students to reach their potential.

Research at ECU both extends knowledge and improves the quality of life for Australians and people around the world. Our research priorities focus on working towards solving real problems across the social, economic, physical and environmental spectrums.

The School of Business, part of our Faculty of Business and Law, offers an extensive range of undergraduate and graduate programs in fundamental business disciplines, such as; accounting, economics, finance, management, and, marketing as well as programs in international business, project management and applied disciplines including tourism, hospitality, hotel, event and sport management. Here, students receive individual attention in a stimulating and supportive learning environment that is consistently recognised as amongst the best in Australia through the annual Australian Graduate Survey.

Our vision for the School of Business is to be recognised for excellence in applied business education and research as an engaged, innovative and responsible learning community. This vision is supported by the underlying beliefs and values of the Faculty that include respect, integrity, professionalism, service and scholarship.

I encourage you to find out more about ECU in the following pages and via our website [www.ecu.edu.au](http://www.ecu.edu.au).

**Professor Arshad Omari**  
Acting Vice-Chancellor



# About ECU

Edith Cowan University (ECU) is a large multi-campus institution with a history dating back to 1902. Awarded University status in 1991, ECU has innovative and practical courses across a wide range of disciplines, together with a vibrant research culture that attracts a range of quality research partners and researchers, many working at the cutting edge of their fields. ECU is committed to breaking down barriers to education and is considered a pioneer in the expansion of pathways to higher education.

ECU has nearly 23,000 students, comprising 18,000 undergraduates and 5,000 postgraduates. Approximately 3,500 of these are international students originating from over 90 countries.

The University delivers over 400 programs through four Faculties:

- Faculty of Business and Law
- Faculty of Computing, Health and Science
- Faculty of Education and Arts
- Faculty of Regional Professional Studies

The University has a distinctive academic profile with a particular focus on community engagement and partnerships with market-oriented, cross-disciplinary courses and innovative curricula.

The University has two campuses in the Perth metropolitan area at Joondalup and Mount Lawley, and a third regionally based South West campus in Bunbury, 180km south of Perth.

ECU campuses provide the hub of education precincts in all three locations. At Joondalup, ECU is the lead partner in the Joondalup Learning Precinct that also includes the WA Police Academy and the West Coast TAFE College. At Mount Lawley the University shares some facilities with Mount Lawley Senior High School, and hosts the Perth Institute of Business and Technology (PIBT). The educational precinct in Bunbury includes the South West Institute of Training, the St John of God Hospital and the South West Country Health Services and Manea Senior College.

Engagement with the community is one of the University's strategic priorities and a particular strength of ECU. This has facilitated the creation of productive and mutually beneficial partnerships with a variety of communities and stakeholders.



# Purpose, Vision & Values

## Purpose

To further develop valued citizens for the benefit of Western Australia and beyond, through teaching and research inspired by engagement and partnerships.

## Vision

For our staff, students and graduates to be highly regarded as ethical and self-reliant contributors to more prosperous, inclusive and sustainable communities.

## Values

### Integrity

Behaving ethically and pursuing rigorous intellectual positions

### Respect

Valuing individual differences and diversity

### Rational inquiry

Motivated by evidence and reasoning

### Personal excellence

Striving to realise potential

## Graduate Attributes

Our Graduate Attributes reflect the University's vision and values.

### Ability to communicate

Clarity of written and spoken expression, including in public fora, and through appropriate use of technology

### Ability to work in teams

Collaborating and contributing effectively in diverse settings

### Critical appraisal skills

Planning, organising, problem solving and decision-making

### Ability to generate ideas

Having the courage and confidence to be creative and innovative

### Cross-cultural and international outlook

Engaging productively and harmoniously with diverse cultures





# Engaging Minds, Engaging Communities: Towards 2020



Edith Cowan University's long-term strategic direction is set out in the document *Engaging Minds, Engaging Communities: Towards 2020*.

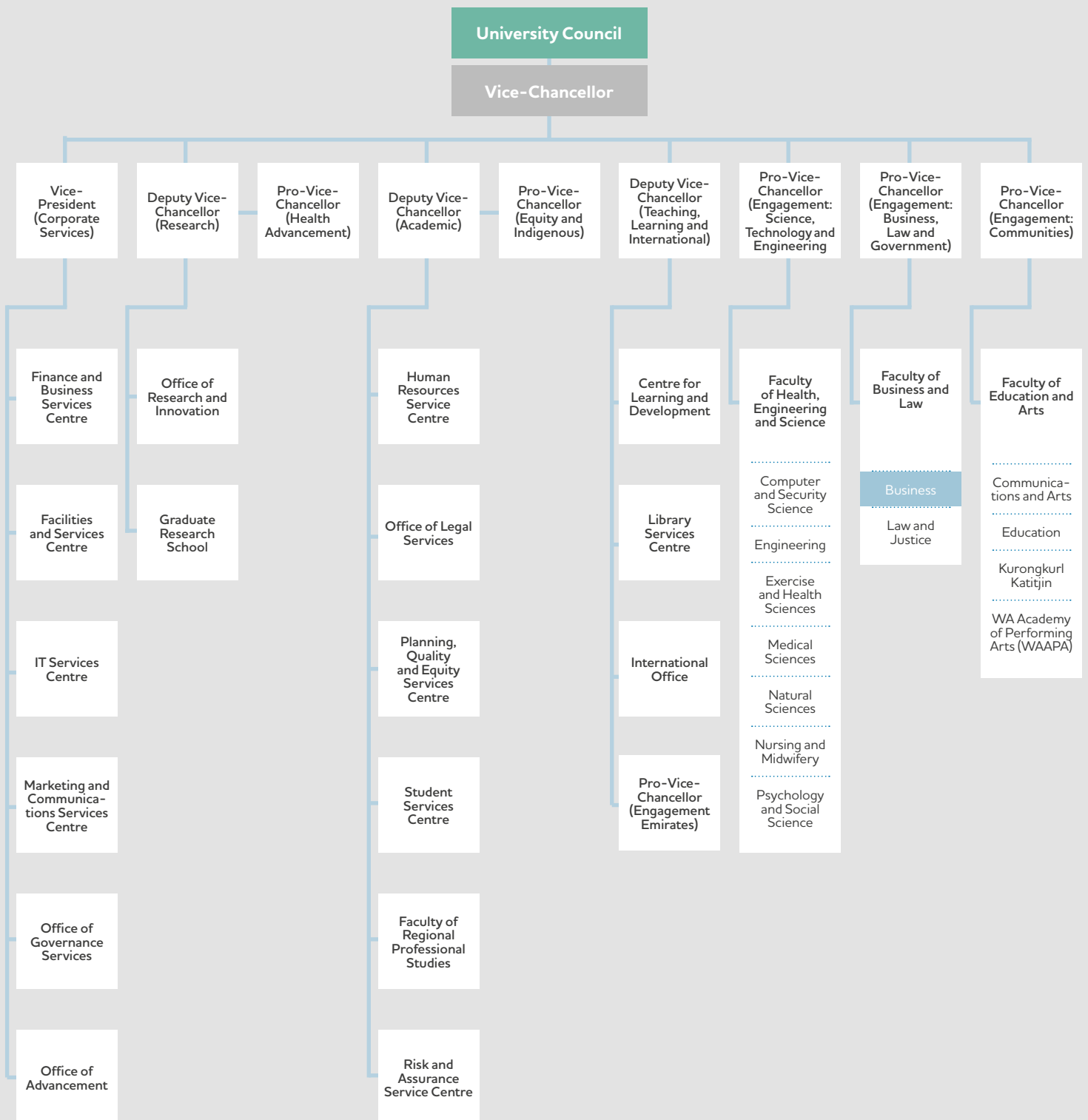
The strategic direction document includes 'long-term goals' aligned and linked with ECU's five strategic priorities as follows.

1. To create positive outcomes in our communities through mutually beneficial engagement.  
*The range and quality of our engagement and collaborations will produce mutual benefits for ECU and our communities.*
2. To deliver accessible world-class education and an enriching student experience.  
*Our programs will be relevant, inclusive and flexible, provided in a supportive and stimulating learning environment.*
3. To enhance the personal and professional outcomes of graduates.  
*The academic environment will promote leadership, values and behaviours that result in positive outcomes for students, graduates and our communities.*
4. To strengthen research capability, capacity, translation and impact.  
*We will contribute to the creation and use of knowledge through relevant research and creative activity.*
5. To enhance organisational resilience, sustainability and reputation.  
*ECU's sustainability will be facilitated through the appropriate application of cost-effective systems and technologies. The recruitment, retention and further development of quality staff will remain a priority.*

These goals are underpinned by the purpose, vision and values for the University. The strategic directions document is available for viewing on ECU's website at [www.ecu.edu.au/about-ecu/welcome-to-ecu/purpose-vision-values](http://www.ecu.edu.au/about-ecu/welcome-to-ecu/purpose-vision-values)

To support this core strategic document, ECU has in place a comprehensive planning framework. This includes a budgeting process focused on supporting these priorities; development of functional plans that are university wide and ensure alignment across faculties in areas such as Teaching and Learning; Research and Research Training; annual goal setting in the priority areas and regular reviews of performance via a performance indicator framework.

# University Structure



# Faculty of Business and Law

## About the Faculty

At the Faculty of Business and Law, we challenge our students to develop their talents and prepare to make a difference. They may want to become criminal lawyers or forensic investigators. They may have their sights set on the business world as bankers or advisors. They may see themselves in urban or regional planning. They may want to set new goals as event, sport or tourism managers. We want these accomplishments for them, too.

Located at the Joondalup campus of Edith Cowan University (ECU), the Faculty of Business and Law is known for its innovative approach to education. We give our students the skills to solve problems. Our research is applied with end user impact.

The Faculty's aim is to continue to develop capable leaders who are committed to fairness and justice and will contribute to the real world of business and law. The Faculty offers an extremely supportive and stimulating learning environment.

The Faculty boasts strong student satisfaction across a range of measures, including quality of teaching and generic skills, coupled with award-winning student achievements and a range of accredited tertiary education programs which are highly regarded by relevant professions and industries.

## Programs

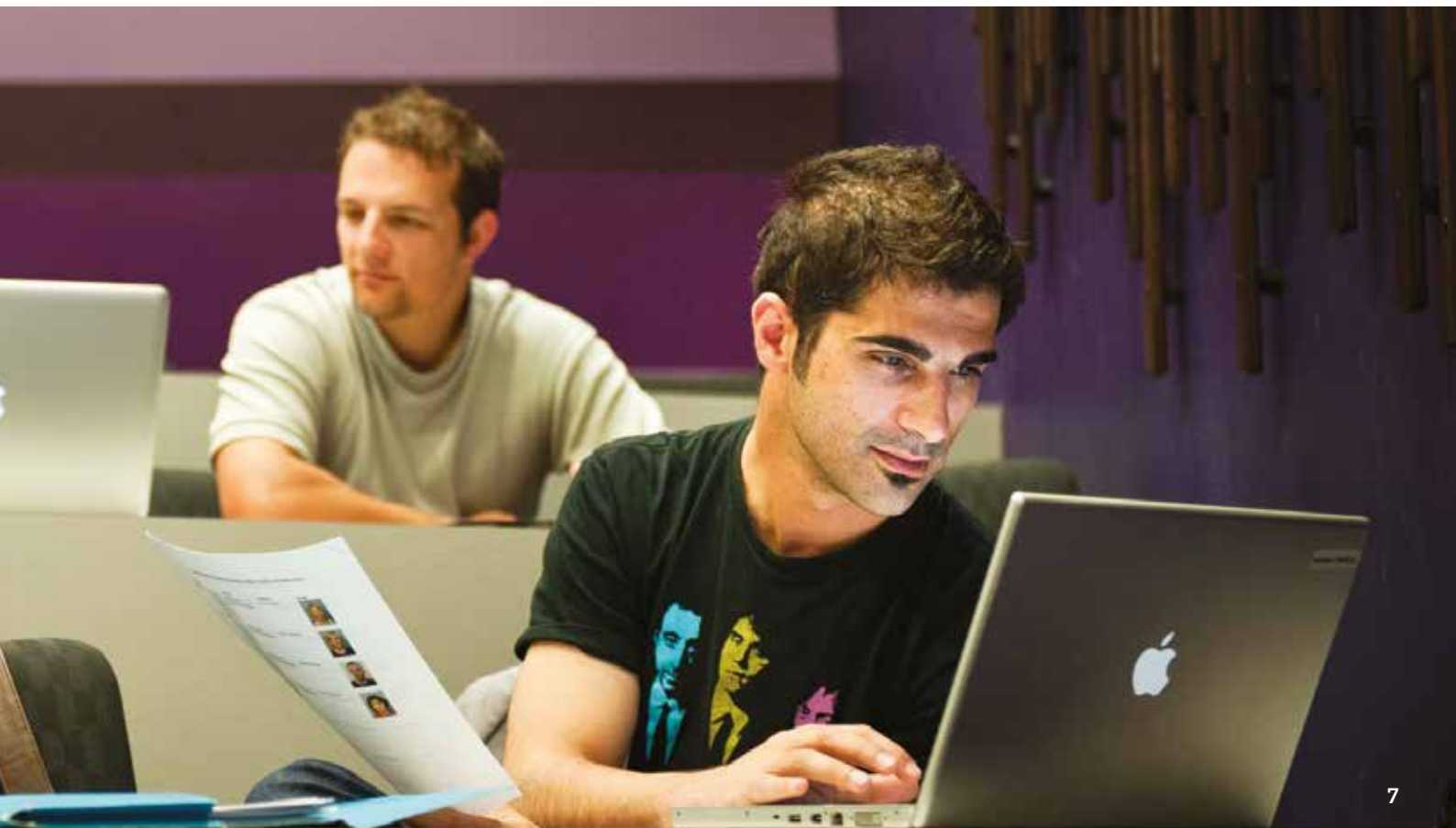
The Faculty of Business and Law (FBL) offers a comprehensive range of Business courses with 14 major specialisations as well as specialist industry-focused degrees, including Law & Criminology courses focusing on social justice; and Sport, Event, Tourism & Hospitality Management courses, all designed to provide students with relevant theory, practical work experience and key employability skills.

The Faculty's academic programs are grouped together under specific study areas, and two designated Schools within the Faculty deliver these programs:

- School of Business; and
- School of Law and Justice

These Schools offer a range of academic programs in fundamental business disciplines, such as accounting, finance, management and marketing. These programs provide graduates with internationally recognised qualifications for contemporary and future careers in accounting and finance, hospitality, tourism, international business, law, policing, justice and the sport and leisure industry.

In addition the Perth Graduate School of Business brings together the Faculty's postgraduate offerings.





# Research

[www.ecu.edu.au/faculties/business-and-law/research-activity](http://www.ecu.edu.au/faculties/business-and-law/research-activity)

The Faculty is committed to research that makes a positive contribution to the communities in which we operate through high quality and innovative applied research. Specialised research services to industry and the community are provided through three research centres, covering a range of areas from criminology and law, innovation, financial markets and hospitality, tourism services. These research centres are:

## Centre for Innovative Practice

The Centre for Innovative Practice is a faculty-wide research centre that conducts research into innovation in the professions and organisations. Innovation may be related to new products, services, new processes or innovative marketing.

## Marketing and Services Research Centre

The Marketing and Services Research Centre is focused on research in areas of high economic impact with expertise in the marketing and services sector.

## Sellenger Centre for Research in Law, Justice and Social Change

The Sellenger Centre focuses on the production and delivery of high impact, applied and relevant research, education, training and development in specialised areas of corrections, law, justice and social change. Located in the School of Law and Justice, the Centre engages in research that seeks to provide evidence base to guide the transformation of legal and social systems.

## FACULTY / SCHOOL STATISTICS

### Total Operating Budget (Forecast 2015):

- Faculty \$46.5m
- School of Business \$30.9m

### Faculty Staff (2015)

Total: 116 FTE

- Academic Staff 77 FTE
- Professional Staff 39 FTE

### School of Business Staff (2015)

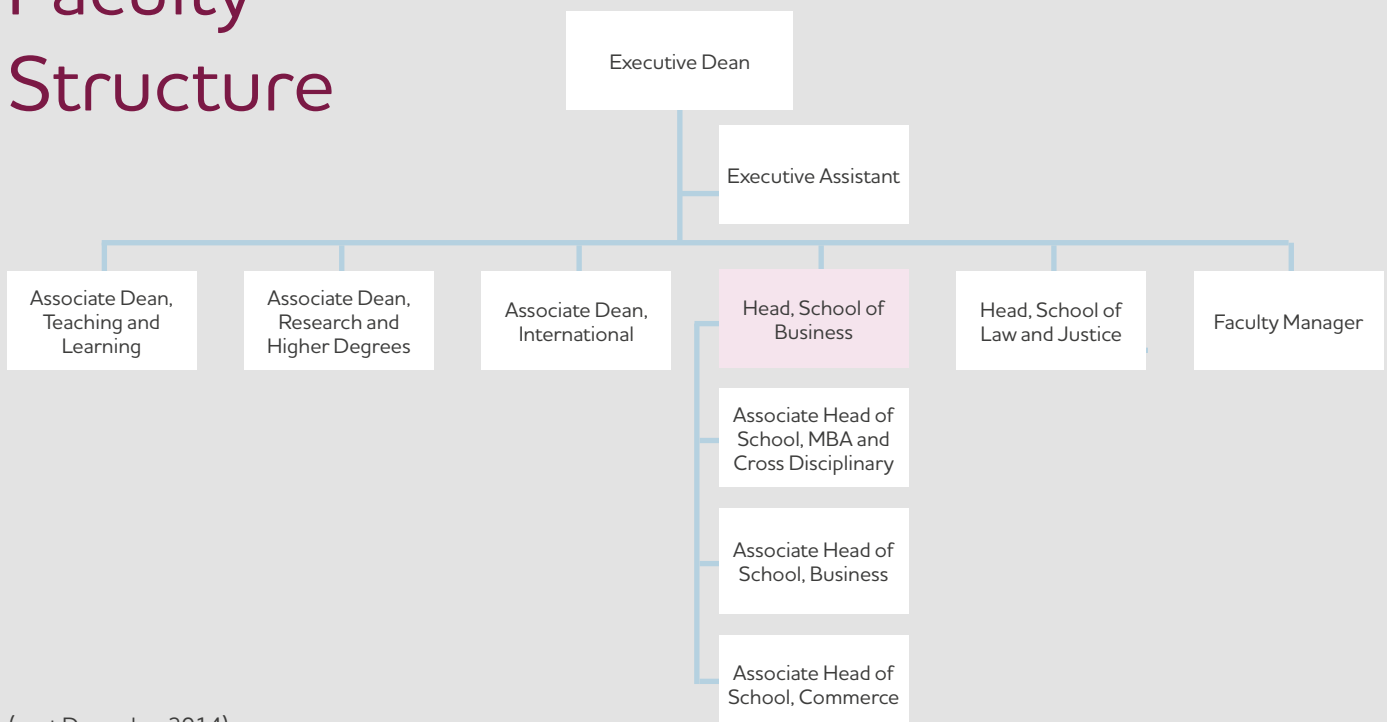
Total: 57.4 FTE

- Academic Staff 49.9 FTE
- Professional Staff 7.5 FTE

### Students:

- Faculty: 1645 EFTSL (4845 students)
- School of Business: 1239 EFTSL (3738 students)

# Faculty Structure



(as at December 2014)

# School of Business

The School of Business is a large and dynamic provider of business education, offering a range of practical and relevant courses. The School has a focus on promoting employability through work placements and our unique Business Edge program. The School strives to develop ethical leaders for communities in Western Australia and beyond.

In the 2013 Course Evaluation Questionnaire (CEQ), ECU was ranked as the highest University in Australia for the Good Teaching scale in the 'Management and Commerce' broad field of education, and second in other key measures including Overall Satisfaction, Generic Skills and Graduate Qualities.

The School has a strong track record of graduate employment as measured by the Australian Graduate Survey.

Against this backdrop, the School is continuing to pursue its goal of being the destination of choice for domestic and international students from a diverse range of pathways into higher education.

## Programs and Disciplines

Our teaching approach focuses on the importance of developing the employability skills of our graduates to better prepare them for their future careers. We do this through our Business Edge, a specially designed program covering ten vital employability skills, that are core to the Bachelor of Business degree.

At ECU the School of Business conducts teaching and research in the following academic discipline areas:

- Accounting and Finance
- Law in Business
- Management
- Human Resources Management
- International Business
- Marketing Advertising & Public Relations
- Project Management
- Sport, Recreation & Event Management
- Tourism & Hospitality Management
- Planning
- Sustainability.







# The Position

**TITLE:** Head, School of Business  
**LOCATION:** Joondalup Campus  
**REPORTING STRUCTURE:** This position reports to the Executive Dean, Faculty of Business and Law

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## The Role

The University is seeking to appoint a Head of School – Professor (Level E) – to lead change through the development and implementation of a strategy that will:

- Rejuvenate and reposition ECU’s School of Business to be highly competitive in domestic and international higher-education markets;
- Build a strong research culture focused on key discipline areas in which the School has strength;
- Maintain the School’s outstanding record in teaching and learning;
- Build substantial and deep links with key stakeholder groups that will increase the reach of the school, and enhance its reputation locally and globally; and
- Offer undergraduate, postgraduate and executive education/development courses and programs with contemporary, quality-assured curricula that meet the needs of the graduates, employers, accrediting bodies, and community at large.

The successful applicant will provide strategic and operational leadership at the school level and work closely with senior university leaders in pursuit of ECU’s strategic goals. He or she will be responsible for: providing strong and unwavering leadership; motivating and empowering staff in pursuit of the strategy; setting a course and guiding the School in building a solid reputation and research profile; whilst maintaining the existing excellent teaching quality. Key to a continued effort to build reputation will be the pursuit of business school and course accreditation during their period of tenure.

Responsibilities include but are not limited to:

- Repositioning the School of Business through the implementation of a program of strategic and cultural change that engages and motivates staff in alignment with clearly defined goals and priorities;

- Growing student enrolments from domestic and international markets;
- Creating an environment which supports excellence in research and research training;
- Leading and promoting excellence in the planning, development, delivery and review of the School’s academic programs;
- Leading the pursuit of accreditation for the ECU School of Business and its courses;
- Implementing, or partnering with other institutions to develop and deliver executive education programs; and
- Building and managing a broad range of community and industry relationships, ensuring that the School is engaging external stakeholders and staying abreast of industry trends that affect reputation and student outcomes.

Reporting directly to the Executive Dean, you will be responsible for coordinating the development and management of the academic programs and research within the School and will have administrative responsibility for resources, staffing, technical resources and support and research. You will collaborate with the Associate Deans Teaching and Learning, International and Research and Higher Degrees in promoting, implementing and reviewing policies/strategies and activities associated with their respective functions. The Head of School works closely with Professors and Associate Heads of Schools to provide leadership, engagement, innovation and the promotion of excellence for staff and students at the institutional, national and international level.

# The Person

This pivotal role and the challenging goals that have been set will suit someone who has a strategic outlook, is highly dynamic, proactive and energetic, with strong influencing and networking skills, the ability to build solid business and personal relationships, and the desire to make a difference. Complementing these skills will be a passion in communicating and presenting to multiple stakeholder groups including the business community, internal staff and students.

1. **Qualifications:** A Doctoral qualification in a relevant discipline area.
2. **Experience:** Demonstrated:
  - i. experience in providing academic and strategic leadership, particularly to lead and manage the planning, development, delivery and review of the School's academic programs, including teaching, research and professional and community engagement;
  - ii. experience in effective management of financial and human resources including staff planning, recruitment and performance management;
  - iii. a track record of research excellence and the ability to foster research capabilities within a school or discipline area;
  - iv. ability to identify and assess appropriate opportunities to strengthen the resource base of the School;
  - v. ability to make a contribution to the strategic direction and development of the University, Faculty and School as a Senior Leader within the organisation.
  - vi. experience in effectively managing compliance with various regulatory bodies in the tertiary education sector including the accreditation of the school and its courses.
3. **Leadership Style, Empowering Others, Making Decisions:** Demonstrates an effective leadership style that addresses challenges of the role whilst promoting the value and culture of the organisation. Displays self-awareness, continual improvement, good judgment and empowers people to achieve goals.
4. **Planning and Managing for Results:** Experience in developing plans and following through with implementation to get results for planning efforts, which includes evaluation and taking corrective action if need be.
5. **Influencing and Networking Skills:** The ability to influence decisions, actions or perceptions of others. To create collaborative networks and build substantial and deep links with key stakeholder groups.
6. **Leading and Developing Teams:** The ability to develop a highly productive team environment in which people are working together to achieve a common goal. The ability to lead and build a strong research culture focused on key discipline areas in which the School has strength
7. **Communication Skills:** The ability to organise and present information, views and concepts in a concise, understandable and interesting format for a variety of audiences.
8. **Leading Workplace Change:** The ability to take a lead role in driving and managing change by developing and implementing effective change management strategies





# Useful Links

## FACULTY

### Faculty of Business and Law

[www.ecu.edu.au/faculties/business-and-law/overview](http://www.ecu.edu.au/faculties/business-and-law/overview)

### School of Business

[www.ecu.edu.au/schools/business/overview](http://www.ecu.edu.au/schools/business/overview)

## UNIVERSITY

### ECU Governing Council

[www.ecu.edu.au/centres/office-of-governance-services/our-services/university-council-its-committees-and-boards/university-council](http://www.ecu.edu.au/centres/office-of-governance-services/our-services/university-council-its-committees-and-boards/university-council)

### Committees of Council

[www.ecu.edu.au/centres/office-of-governance-services/our-services/university-council-its-committees-and-boards](http://www.ecu.edu.au/centres/office-of-governance-services/our-services/university-council-its-committees-and-boards)

### ECU Executive Team

[www.ecu.edu.au/about-ecu/executive-team](http://www.ecu.edu.au/about-ecu/executive-team)

### ECU Planning Framework

[intranet.ecu.edu.au/staff/centres/planning-quality-and-equity-services/our-services/planning-framework](http://intranet.ecu.edu.au/staff/centres/planning-quality-and-equity-services/our-services/planning-framework)

### ECU Human Resources

[intranet.ecu.edu.au/staff/centres/human-resources-service/overview](http://intranet.ecu.edu.au/staff/centres/human-resources-service/overview)

### Teaching and Learning

[intranet.ecu.edu.au/staff/centres/centre-for-learning-and-development/overview](http://intranet.ecu.edu.au/staff/centres/centre-for-learning-and-development/overview)

