

MBA PATHWAYS

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Family of four continues to grow with an MBA

It's not uncommon for siblings to be studying at the same university. But the whole family? And studying the same course?

A family of four from regional Western Australia is doing just that – and continuing to build their family business along the way.

Zachary Wood was the first to decide to apply for the MBA at Edith Cowan University (ECU). After he highlighted the career benefits and how it could help grow their business, he was soon followed by his sister Emilyya, dad Sean and mum Cathy.

FLEXIBLE STUDY OPTIONS

“ECU offers flexible delivery of classes for people with busy lives, different work schedules and those living in different time zones on the opposite side of Australia,” Cathy Wood said.

“With Zac running his own software business from Canberra, Emilyya working as an accountant in Perth and Sean and I running the family roadhouse in Brookton, the option to study part-time and online made ECU a great fit.”

There are multiple options to study an MBA at ECU: on campus in Perth or online, full-time or part-time, during summer school, and in one-week intensive units or block mode.

“The choice to study online allows

regional families like ours to continue to live, work and contribute to the town we love,” Cathy said.

APPLYING LEARNING TO THE REAL WORLD

The Wood family are combining their individual expertise and new business knowledge to develop the family business – and enjoying increased facetime together.

“Even though we aren't all studying the same subjects, we are constantly talking about how we can apply what we are learning to our industry,” Cathy said.

A range of 16 MBA specialisations are offered at ECU so you can adapt your study to suit your chosen career path.

Cathy and Sean are using the MBA to set up strong foundations for their new business venture, HASS Foods.

“HASS Foods is our own unique range of food products not yet available on the world market, that provide fun and easy ways for people to get their five serves of vegetables and two serves of fruit every day,” Cathy said.

“These include dry bread mixes that you just add water to and bake.”

Their son Zac is using the MBA to expand his business skills and influence in the tech industry and Emilyya aims to transition to a career in agricultural

management, while both assisting with the family business.

AN MBA IS FOR EVERYONE

No matter your age or background, an MBA can take you where you want to go.

“It's about more than an education in business,” Cathy said. “It's about growing yourself as a person so you can have a greater impact on the world around you.”

“The MBA provides a platform for younger generations to build a solid foundation of business skills to use in the real world, while more experienced professionals are able to augment their existing skillset to broaden their horizons, improve business and grow their careers.”

EXCELLENT SUPPORT AND INDUSTRY CONNECTIONS

Cathy said she felt everyone at ECU wanted to see them succeed.

“The university staff are genuinely interested in helping you get the most out of the MBA, by connecting you with industry contacts, providing one-on-one assistance with course work and helping you apply your learnings to your unique business or chosen field,” she said.

“We have been blown away by how

much effort the School of Business and Law puts into extra-curricular activities and resources to improve our educational experience and professional lives.”

ECU's dedicated approach to student support was recognised in the latest Good Universities Guide results (2022) as the top WA university for Student Support, Learning Resources and Overall Experience in postgraduate Business and Management.

For more information, or to apply, visit www.ecuworldready.com.au/business



Cathy and Sean Wood.



Emilyya Wood.



Zachary Wood.