Transcript

WHAT MAKES THE LA TROBE MBA IN DISTINCTIVE?

Professor Leigh Drake

We’ve seen, since the early 2000’s, business being criticised and MBA’s being criticised in the wake of the corporate accounting scandals in the early 2000’s, the Global Financial Crisis (GFC), the lack of societal values, sustainability, not just environmental but also business models. So quite rightly I think Business Schools, MBA’s, a lot of businesses generally has been criticised for perhaps not preparing students appropriately, not delivering responsible leaders that businesses and the economy require going forward. So we’ve really addressed that in the curriculum. We signed up a few years ago to the Principles of Responsible Management Education (PRME) developed under the United Nations Global Compact and that underpins our curriculum so hence the focus on responsible leadership, business and society, values ethics and diversity in organisations. So we’ve got those core elements but of course we’re not losing the key general management subject content that has to be there in the MBA. As I said, such as strategy, organisational behaviour, finance, accounting, those have to be there but we’re combining them in an integrated way with this focus on responsible leadership, responsible business and also the focus on skills development. So our MBA graduates are fully prepared for career transition, to move to the next stage of their career or for a complete change in direction in terms of career.