

UBSS Academic and Student Experience Committee Membership

The current membership of the Academic and Student Experience committee is 10 members (as at *July 2021*) –

Assistant Professor Natasha Jacques – Chair

Assistant Professor Jotsana Roopram - Secretary

Professor Andrew West

Associate Professor Felix Stravens

Associate Professor Wayne Smithson

Assistant Professor Richard Xi

Navpreet Kaur

Madilina Tresca

Jason Whitfield

Sumera Qasim

A profile on each member is provided -

CHAIR



ASSISTANT PROFESSOR NATASHA JACQUES

Natasha completed her Bachelor of Arts degree (Major in Communicative English) in India and worked at HSBC Bank India as a Customer Service Representative, subject matter expert and Supervisor, ensuring a high quality customer experience for HSBC customers across the globe. Her experience in this field led her to the role of Training and Development Specialist, where she specialised in analysing training needs and the effectiveness of training. In this role, she also delivered soft skills and developmental and leadership training to employees within the organisation. Having gained nine years of corporate experience, Natasha moved to Australia to enhance her qualifications and skills in order to pursue a career in a dynamic organisation. Her goal is to utilize her knowledge and abilities in a career that will provide her with opportunities for continuous improvement, learning and growth, to enable her to leverage her full potential.

Natasha has worked as a Student Volunteer at the UBSS Graduation Ceremonies, as a Student Assistant at UBSS during the orientation weeks as well as a Peer Assistant Student Support Representative (PASS) for the Bachelor of Accounting program. Natasha was also a student representative of the Academic Senate and Academic Integrity committee at UBSS. She gained valuable experience with academic processes and practices in the business school and corporate higher education sector that enriched her skills set. Natasha also represented UBSS at the TEQSA conference in Melbourne 2019 where she contributed ideas from a student perspective towards student challenges and Partnership in Education.

Natasha completed an MBA (Accounting) in 2019 at UBSS and is employed as an **Administration Coordinator** in the Office of the Dean at UBSS. Natasha is also currently a lecturer at UBSS in the Undergraduate programs.

Natasha is a member of the International Managers and Leaders association (MIML), CPA Ambassador and a member of the Research Association of Australia.

Natasha is also Secretary of the Academic Senate and the Threshold Standards Audit committee.

SECRETARY



ASSISTANT PROFESSOR JOTSANA ROOPRAM

Jotsana has lectured for a number of years in the field of Hospitality Management at higher education institutions in South Africa. During this time, she worked closely with industry associates, developing and preparing students for junior management roles in the hospitality sector and mentoring junior staff for progression into senior roles. In the latter part of her career in South Africa she worked in academic administration and management as Head of Department managing a faculty of lecturers from diverse fields such as business, hospitality, tourism, sport and journalism. She has a national diploma in hospitality management, certificates in assessment design and development and a moderators' license from the sector training authority of South Africa.

She attained a Postgraduate Diploma and a Master of Education, specialising in *Higher Education* (University of Kwa-Zulu Natal in Durban, South Africa) before immigrating to Australia in 2014. Prior to joining UBSS in 2016, she was the College Operations Manager at Navitas in Sydney.

Jotsana is the **Deputy Dean – Student Experience** at UBSS. She is a professional member of the Institute of Managers and Leaders. In 2019, she completed a Graduation Certificate in Higher Education Academic Practice at the Higher Education Leadership Institute (HELI) and a Graduate Certificate in Business Administration at UBSS. Jotsana has lectured the subject Team Leadership and Change Management in the Bachelor of Business program at UBSS. Her research interests include leadership in higher education, student engagement and online learning; and governance and quality assurance in higher education.

Jotsana's expertise is in developing academic systems, policy implementation in administrative processes and procedures, online examination management and college operations.

Jotsana chairs the Threshold Standards Audit committee and is Secretary of the GCA Executive and Management committee and the Audit and Risk committee.



PROFESSOR ANDREW WEST

Andrew is the **Provost of the Executive Campus at UBSS**, drawing on his experience as an academic for 12 years and previously as an entrepreneur and business owner for 10 years. He lectures at *UBSS* in the MBA program in Economics. Andrew is also a Lecturer at the *New York University Sydney Campus*, where he lectures in Marketing, reporting to the *NYU Stern Business School*. He was involved in the establishment and the continued delivery of the NYU Internship Seminar, a workplace integrated learning subject, in Sydney as part of the *NYU Global Partner Program*.

Prior to his current positions, Andrew was Dean of UBSS during 2015. From 2010 to 2014, he was a Lecturer at *Macquarie University* in Strategic Marketing, introducing two innovative workplace integrated learning initiatives. A team based business simulation game was incorporated into the Capstone Marketing Strategy subject in which Andrew was the Lecturer. He was involved in the development and implementation of the Participation and Community Engagement for the Marketing Projects. This involved identifying marketing projects and fostering partnerships with Corporate Partners which included *Reckitt Benckiser*, *Optus* and *Special Olympics*. Previously he has also been an Adjunct Lecturer in Business Statistics at *University of Technology Sydney* and in marketing at *Newcastle University*.

From 1995 to 2005, Andrew was the founder and CEO of an IT development company, with clients Australia wide and internationally. His company successfully commercialised two products in the mining equipment inspection and wine sales management spaces. His marketing career has included working at multi nationals *Shell Oil Company* and *Commonwealth Bank of Australia*. Industries Andrew has consulted to include pharmaceuticals (*Australian Self Medication Industry*, *Reckitt Benckiser*) finance (*Commonwealth Bank of Australia*, *American Express*), and not-for-profit organizations *Amnesty International* and *Special Olympics*.

Andrew has completed a Bachelor of Accounting (*Macquarie University*), and Masters of Business Administration (*Newcastle University*) and a Doctorate of Business Administration (*Newcastle University*). His research has led to 12 peer reviewed journals and conference papers published. Andrew's areas of ongoing research in marketing include marketing of high technology, industry report of the Australian pharmaceutical industry, intangible organisational capabilities and innovation ecologies. His higher education research is in aspects of workplace integrated learning including internship pedagogy and business simulation. Andrew's professional and community memberships are with *Australian New Zealand Academy of Management*, Fellow of the Institute of Marketing and Leadership, Chairman of *UTS Northern Suburbs Athletic Club* and on the Marketing Advisory Panel for *Athletics NSW*.

Andrew is currently the **Dean** at UBSS.



ASSOCIATE PROFESSOR FELIX STRAVENS

Felix has an MBA in Strategic Management from the University of East London. His entire career has been in Marketing. His move into academia started off at the University of Canberra as an Associate Professor in Advertising and Marketing. He was also Program Director for the UG and PG Marketing Communication degrees. At the University, he served on a number of Committees including the University Council.

After eight years, he moved to the UK and was Managing Director with NCC Education. This is an awarding body that develops and markets Diplomas, Advanced Diplomas and Post Graduate Diplomas through 250 centres worldwide. In 2010, he was recognised by the Chartered Institute of Marketing and awarded Fellow status (FCIM).

On completion of his contract, he returned to Singapore and was on a contract with NYU – Tisch School of the Arts where he lectured in Marketing to post graduate students on the International Media Production course. He was then retained by the Marketing Institute of Singapore to conduct courses on Strategic Marketing and Global Brand Management.

He returned to Australia, and was on a short contract as Head of School with Southbank Institute of Technology in Brisbane. This is a vocational (TAFE) level college and he headed the School of Business and IT.

He then moved to Sydney and was Deputy Dean/Director of Teaching and Learning at King's Own Institute, a higher education provider offering courses in Accounting and TESOL.

In May 2015 he accepted position of Chief Operating Officer at the Australasian College of Health & Wellness.

Felix is currently the **Deputy Dean – Academic**, overseeing the MBA and the Bachelor of Business at UBSS, a Fellow of the Australian Marketing Institute (FAMI) and a Certified Practising Marketer (CPM).



ASSOCIATE PROFESSOR WAYNE SMITHSON

Wayne has held a number of senior finance positions including Finance Director for a number of national companies over a commercial career extending beyond 40 years. Most notable senior positions that include National Finance Director for *Ernst & Young* and Finance Director for the *Bank of New Zealand* in Australia. While his primary industry focus was in the financial services and insurance sectors, Wayne has experience across many industries including manufacturing, services and logistics.

Wayne has also had significant international experience in the Asia- Pacific region - where as Regional Finance Director for the region for a Swiss based professional services organisation - he was involved in a number of key business acquisitions. Most recently he has owned and operated a successful Tax and Accounting practice.

As well as holding a Master of Business Administration and an undergraduate degree from *Macquarie University* in accounting, Wayne is a qualified CPA and is a graduate member of the *Australian Institute of Company Directors* and a Fellow of the *Australian institute of Management*.

In addition to 40 years of commercial experience, Wayne has had an extensive career in teaching at Higher Education level. Wayne began to focus on a teaching in 2008 accepting a sessional lecturer position at *Sydney University* in 2008. In 2010 Wayne turned his attention to Higher Education Teaching as his focus profession and has taught at a number of universities and Colleges including *Western Sydney University*, *Charles Sturt University*, *Federation University* and *Charles Darwin University*.

Wayne has taught at both graduate and undergraduate levels across both Business and Accounting Disciplines, successfully combining a dynamic of theoretical and practical application drawing on his extensive years of commercial experience in particular at Board and Director Level.

Wayne is currently the **Program Director for the Bachelor of Accounting** at UBSS, an Associate Professor, a member of the Academic Senate and Chair of the Academic Integrity Committee at UBSS.



ASSISTANT PROFESSOR RICHARD XI

Cert Bus (UNSW), Cert Ec and Bus (Fudan). Dip Acc (SIT), Dip Interp (NSIT), B. Htl Mgt (SIT), Grad Cert Tourism Management (SIT), Grad Cert China Stud (USyd), Grad Cert Bus Admin (UBSS), MA Asian Studies (UNSW)

Richard Xi is the **Senior Post Graduate Coordinator** at UBSS.

Before Richard relocated to Australia, his professional career commenced at the *Shanghai Municipal Bureau of Tourism* where he gained several years of experience in hotel management, project management as well as staff development and training.

In 1998 he returned to China and was appointed a Senior Business Development Adviser by a *Sino-Holland joint venture in Shanghai* to provide advice to the JV's business development strategy.

Before he joined UBSS, Richard worked at *Western Sydney University (WSU)* and in charge of student activities and events at *WSU the College Westmead Campus*. He was the chief presenter in the Colombo Plan seminar 'China's past, present and future' organized by WSU Law School and a chief presenter in WSU the College's 'Cultural and Language Exchange Program (CLEP)'. Prior to WSU, he worked at *UNSW Global (University of New South Wales)* as a business development coordinator, marketing officer, China project manager in coordinating UNSW Global/UNSW's international business plan and project with China.

He was a cultural adviser and editor to Alan Manly's book 'The Unlikely Entrepreneur' (*Chinese version*), and a cultural adviser to the book 'Doing Business in China' (published by UNSW press).

Richard is Secretary of the Grade Review committee and the Course Advisory committee.



NAVPREET KAUR

Navpreet completed a *Bachelor of Commerce* in India before arriving in Australia.

Navpreet completed an MBA (Accounting) in 2019 at UBSS.

She worked as a Student Assistant during Orientation at UBSS in T1, 2020 and as a Student Services Officer at UBSS, working with student queries and contributing to the achievement of student satisfaction.

Navpreet is now the **Assistant Academic Coordinator** in the Office of the Dean. In this role, she strives to utilise her abilities to contribute to the support and development of the UBSS Team.

Her current expertise is in student enrolment activities and administration support for the MBA and Undergraduate programs.

Navpreet is also the Secretary of the Academic Integrity Committee and the Work Health and Safety committee.



MADILINA TRESCA

Madilina has taught Italian for a number of years, in Adult Education. Madilina designed and implemented programs at the Beginners, Intermediate and Advance levels; mentored undergraduate/postgraduate students; screened candidates for casual teaching positions, and co-ordinated the teaching rosters.

Madilina has conducted a field research, spanning several months; collecting qualitative and quantitative data for her Masters in Arts (Sociolinguistics) project: Dialect maintenance from the Abruzzo region of Italy, across two generations of families living in Sydney.

Madilina transitioned from Adult Education to a career in Information Technology (IT). Where she worked in technical support, supporting systems used in the Legal and Medical professions. Madilina solved technical issues; managed a Team of Technicians/Engineers; logged/allocated calls to level of expertise; inducted and trained new staff; developed team culture initiatives; implemented performance processes; maintained high team morale and KPIs.

She holds the following qualifications:

- Master of Arts (Sociolinguistics)
- Bachelor of Arts
- Bachelor of Education
- Certificate in IT
- Diploma in IT Systems Administration.

Madilina is the **Learning Support Coordinator** at UBSS.

She is a professional member of the Australian Computer Society, Australian Society of Authors and the Institute of Managers and Leaders.



JASON WHITFIELD

Jason joined Group Colleges Australia, (GCA) in April 2003 and has helped to lead the enormous growth in technology use within GCA during that time.

Jason leads the GCA IT Department, implementing new technology for both teaching and administration, whilst ensuring that all technology in use at GCA is highly reliable, secure, and cost-effective.

In 2005, Jason managed the deployment of Interactive Whiteboard technology for all GCA classrooms, enabling GCA to deliver a superior student experience through a more engaging classroom environment.

In the same year, Jason managed the implementation of the Moodle Learning Management System, which is now used by thousands of other education institutions.

In 2015, Jason managed the transition of the entire GCA IT infrastructure to the Amazon Web Services (AWS) cloud platform, enabling the IT Infrastructure to become more scalable and flexible as the technology needs of GCA continued to grow.

In 2020, Jason managed the transition of GCA from face-to-face to fully online learning, by deploying ultra-modern classroom AV equipment and the Blackboard Collaborate online learning platform.

Jason has a Bachelor of Technology (Information and Communication Systems) from Macquarie University, and is a member of the Australian Computer Society (ACS).

Jason also has over 20 years' experience in Windows PC, Server and Network Administration, as well as extensive experience in Cyber Security, Cloud Computing, and Online Learning.

Jason is the **Training and Technical Services Manager** at Group Colleges Australia.



SUMERA QASIM

Sumera completed a Bachelor of Commerce in IT in Pakistan. She worked as an admissions assistant at the APS School in Pakistan. Her expertise is in on-site admission programs and as a Student Adviser, she worked with education opportunities and options, admissions and other requirements, policies and procedures, transfer of credits and financial assistance. In the latter part of her career in Pakistan, she was involved in the institutional data base of prospective/ potential and current students in the institute. She prepared reports and proposals, and responded to student enquiries and external agencies. Having gained two years of experience in the education industry, Sumera moved to Australia to enhance her qualifications and skills; and to pursue a career in a dynamic organisation. Her goal is assess life, add and build values to her skills and qualities to reach her full potential.

She attained a Bachelor Of Accounting degree in 2015 and completed a Master of Business Administration degree in 2021 from UBSS.

Sumera worked as an Admission Assistant Officer at myQual International in 2015 and was later promoted to Student Services Officer at Group Colleges Australia.

Sumera is currently the **Student Services Manager at Group Colleges Australia** and a member of the SASH and ASE committees.