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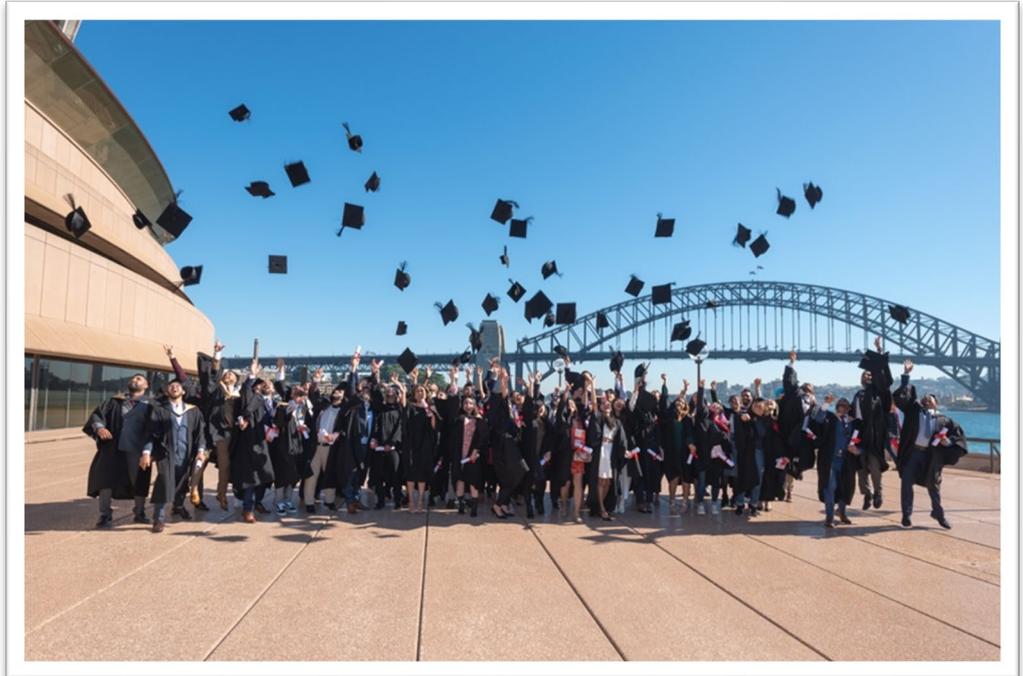


Figure 1 - This year's graduation ceremony, May 19 & 20th, at the Sydney Opera House, with our 2019 & 2020 graduates of UBSS

Welcome Message

Welcome everyone to our September 2021 issue of the '**Centre for Entrepreneurship Fellows Newsletter**' where I'll continue to share story highlights from the many facets of entrepreneurship here at UBSS. The CFE Newsletter is a bi-monthly newsletter (every 2 months), beginning with our very first issue back in July 2021. We'll continue to keep them short and sweet, with a maximum of 3 ~ 4 topics that are easy to read.

Congratulations to all our recent graduates of UBSS, where we combined our 2019 + 2020 student cohorts of graduates into this year's ceremony, which took place over 2-days in May at the Sydney Opera House.

I want to thank our Fellows for your continued involvement and expertise given to UBSS, and in particular thank you to **Daniel Bendel** (author and Fellow), and **Stephen Parker** (publisher, lecturer and Fellow) for your profound work with the UBSS publication series.

I hope that everyone will enjoy this issue.

Regards,

Adjunct Professor Art Phillips

Director, Centre for Entrepreneurship / UBSS

Now and into the Future

Graduation 2021

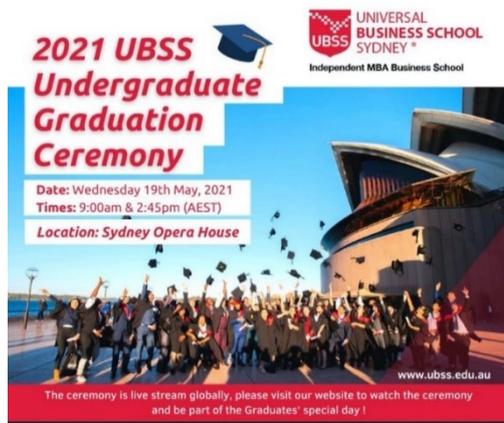


Figure 2 - This year's graduation ceremony at the Sydney Opera House

UBSS combined the 2019 graduates (ceremony having been postponed in 2020 due to Covid) and the 2020 graduates into a 2-day event on Sydney Harbour, overlooking the Harbour Bridge from the Sydney Opera house platform. There were a total of 270 graduates, 134 postgraduates and 136 undergraduates.

UBSS extends a big congratulations to all our graduates. We are proud of YOU...!

TEQSA Re-Registration

The future for UBSS could not be any brighter. TEQSA (our government regulator) has formally endorsed GCA/UBSS with a four-year re-registration as an Institute of Higher Education (IHE), re-accreditation of all 9 of our awards for a four-year period and re-registered our CRICOS authority - also for a four-year period. Thanks to all involved in the very detailed renewal process.

Melbourne Campus Opens

Our new UBSS Melbourne Campus has also been TEQSA approved in downtown Melbourne CBD located on Swanston Street, with a CRICOS allowance of 500 students.

Our Deputy Vice Chancellor Emeritus **Professor Greg Whateley** has started to organise the Melbourne Campus to have students commencing in trimester 3, beginning on Monday, 30th August.



Figure 3 - Deputy Vice Chancellor, Emeritus Professor Greg Whateley, polishing and detailing the Melbourne campus sign

UBSS Alumni Association

UBSS and its Alumni Association is engaged and committed to help ignite and accelerate the full potential of our graduates.

Overseen by the Director of the Centre For Entrepreneurship, **Adjunct Professor Art Phillips**, our 'Alumni Association' is officially in motion. Our 'Alumni Association Newsletter', first issue just recently published, showcases and shares various offers for our alumni, a variety of services, scholarly publications and events to further their career and passion for entrepreneurship.

The Alumni Association supports all our graduates going back to 2008 as they transition through the various stages of their career journey, and will provide a positive business network to share and learn from each other's experiences.

We recently sent out a survey to all our alumni, where we have received a 25% response rate to date, all who are very excited to join. Membership is free for our graduates.

From our survey results, the top 4 activities that alumni are looking for are: business and career networking events, lifelong learning and career development short courses, business and career information evenings with guest speakers, and mentoring programs (either as a mentor or a mentee).

We have taken these survey results on board and are now developing each of these areas well, where we will continue to add events, programs and offerings going forward. We are also going to offer 'competitions' from time to time with an award attached which will help propel their profile globally as a business entrepreneur. The prize for winners of our contests will be a scholarship to one of the UBSS 'IT Half Stream' subjects, or complimentary access to one of our mentorship programs with a relevant mentor that best aligns to their industry for 3 'one-hour' sessions over the course of a 6-month period.

We will also be offering our alumni the opportunity to book a 15-minute **'mini-mentoring'** appointment with any of our Fellows where they can ask advice from your expertise. We appreciate the positive response from our Fellows who have agreed to this. We'll provide the mechanism on the alumni website for this to work smoothly in due course.

The 'UBSS Alumni Association' website is now live and can be found, [here](#).

UBSS Television Studio

UBSS/GCA are fitting out a small television studio on campus that will be up and running by November. It will be used for special feature interviews with business entrepreneurs which will form a part of our 'video publication series'. It will also be used for our lecturers to record a welcome video to their subject and for our CEO, our Deans and staff to use for various purposes.

Featured Fellows, Authors & Publications

Featured Fellows

Daniel Bendel & Cyril Jankoff

Cyril Jankoff (Associate Professor - UBSS Executive Campus, Program Director - Melbourne Campus) and **Daniel Bendel** (Fellow of the CFE), are our renowned authors for many UBSS publications.



Melbourne accounting graduates Cyril Jankoff and Daniel Bendel met in 1981 while undertaking graduate studies in taxation. During their studies they presented and won a staged tax case in front of the Tax Commissioner. From there they built a strong relationship and have worked together ever since.

Daniel later joined his wife's family business, Anthony Squires, a manufacturer of quality men's business wear, and over time he became the company secretary, director and part owner. The business was sold in December 2019, and he retired to his part-time accounting practice. He is also a Director and Treasurer of a not-for-profit organisation, 'The Compassionate Friends'.

Cyril trained as an accountant and lawyer and runs a business advisory, improvement and training practice. In 1986 he was invited to teach Business Law in the evenings to undergraduate students, and has been teaching ever since. He now focuses on teaching commercial and legal subjects to executives of all levels, as well as vocational, undergraduate and postgraduate students. He still practises as an accountant and lawyer part-time. Cyril was also the Australian and Oceanic manager for a division of a UK listed public company.



Business War Stories from the Trenches

Battles Relating to Starting, Operating and Ending a Business

By Cyril Jankoff and Daniel Bendel

Daniel and Cyril regularly work together on business advisory, business improvement and a range of Forensic accounting projects.

In 2019, UBSS asked Cyril and Daniel to provide case studies for a student book to be based on their private practice work and experiences. They quickly set out to author 'Business War Stories from the Trenches' - Battles related to starting, operating and ending a business' - which comprises of 15 case studies.

This publication is available online at our website publication area [here](#).

New Publication in Progress

Cyril and Daniel are now writing a second book, a book on entrepreneurs entitled: **What Can We Learn from Everyday Successful Australian Entrepreneurs?** Its aim and direction is to give new local and international undergraduate and MBA students a feel of what everyday Australian business success looks like.

To give a realistic look inside successful entrepreneurs, the authors chose 15 successful business entrepreneurs and have interviewed them. Each interviewee has been asked the same questions and at a later stage the authors will review all interviews and summarise the commonalities.

The book will be published in hard cover form in February 2022. In the meantime, you can read the first set of interviews completed online at our website publication area, [here](#).

Stephen Parker, CFE Fellow and lecturer at UBSS, is in charge of setting out, formatting and producing the numerous publications series for UBSS/GCA. Stephen will be a feature in our November 2021 CFE Fellows Newsletter.

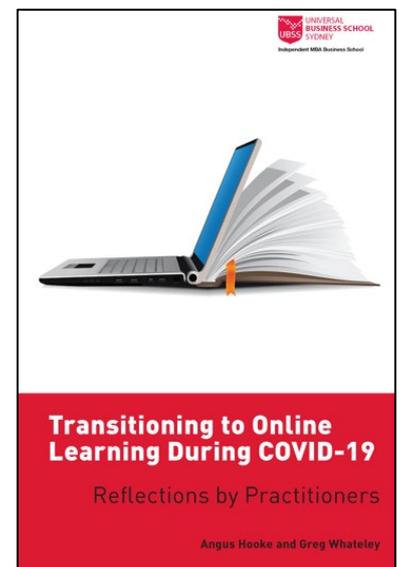
Other Publications

Transitioning to Online Learning During COVID-19 – Reflections by Practitioners

Under the guidance of the editors **Professor Angus Hooke** and **Emeritus Professor Greg Whateley**, UBSS has just released the hard cover book, **Transitioning to Online Learning During COVID-19 – Reflections by Practitioners**. This publication contributes to the ongoing culture of scholarship at UBSS, by providing the opportunity to all UBSS and GCA staff to bring their perspective on a unique period in time, being the pandemic of COVID-19, and its impact on higher education.

This publication is available online at our publication area, [here](#).

It is through this scholarship that an Institute of Higher Education is able to gather the opinions and experiences of its lecturers, managers, administrative and support staff to inform and influence others in higher education.



Congratulations to **Jotsana Roopram**, Deputy Dean (Student Experiences) & Provost Sydney campus, as winner for **Outstanding Author in Round 1 of the UBSS Publication Series**.

Updating and Enhancing Unit Content and Delivery

Next up for our scholarship publication series is Gus and Greg's new project entitled '**Updating and Enhancing Unit Content and Delivery**'. This will be published as a hardcover book for a December 2021 publication. All lecturers, support staff and management are encouraged to contribute to this next issue.

Media Articles from Alan Manly OAM - Chairman and CEO of Group Colleges Australia

A highlight of select articles and videos of our CEO, **Alan Manly OAM**, founder of Group Colleges Australia (GCA/UBSS) and respected entrepreneur, can be found online at our website publication area via these links:

- [Entrepreneurial expert's warning for those starting their own business](#)
- [A simple plan](#)
- [7 key traits of successful entrepreneurs](#)

And additional articles can be found in Kochie's Business Builders website, [here](#).

Case Studies by UBSS Centre for Entrepreneurship Fellows

Several case studies by UBSS Centre for Entrepreneurship fellows are available online at our website publication area, via these links:

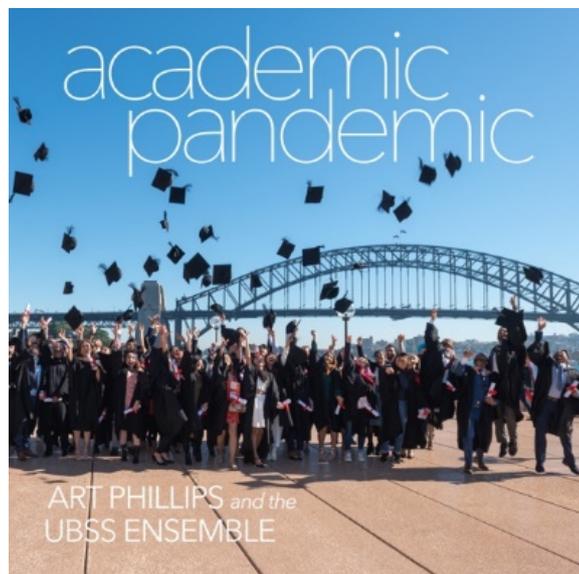
- [The 4Ms \(Music, Metadata, Marketing and Money\) And Cross-Cultural Business Agreements - by Adjunct Professor Art Phillips](#)
- [The Human Element of Entrepreneurship, The Paradigm Effect - by Matija Squire](#)

'Academic Pandemic' - Available on all digital stores

UBSS has a new theme song / advertising jingle titled 'Academic Pandemic' which was composed, produced, arranged and performed by Adjunct Professor Art Phillips. Further information can be found [here](#).

The song can also be purchased or streamed via these digital stores (click on the links below):

- [Spotify](#)
- [Amazon Music](#)
- [Apple Music](#)
- [YouTube Music](#)



We hope you enjoy!

Events

Institute of Managers & Leaders (IML) / UBSS partner event

Navigating Cross-Cultural Business

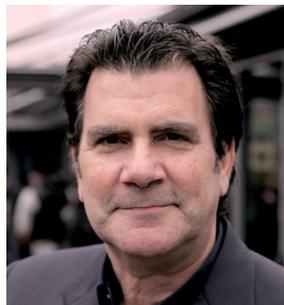
Realizing the benefits of cross-cultural understanding in developing and expanding business relationships internationally.

Date & time: Monday, September 20, 2021 / 11:30 am ~ 12:30 pm

In today's global marketplace, working with people from different cultures is a fairly common occurrence in business. Whether if you are dealing with distributors, or manufacturers from another country, or setting up and operating an office in a foreign territory, it is essential to be aware of cultural norms.

In order for businesses to succeed in the global environment it is important to understand cultural sensitivities and to implement strategies on how to best navigate effective communication within the various cultures.

Moderator & Host:
Adjunct Professor Art Phillips, Director, Centre for Entrepreneurship, UBSS, and owner and Director of [101 Music Pty Ltd](#)®, a successful music production library with global representation across 85 territories, will be hosting and moderating this industry panel.



You can register for the event [here](#).

Guest Panelists:



Matija Squire - Founder, Educator and Consultant / Owner of The Paradigm Effect, UBSS Fellow.

Jason Trump AFMIL - Surface Enterprise Sales Leader (Asia) at Microsoft Corporation.



Bijoy Gupta - Regional Finance Manager (APAC) at Scan Global Logistics.

UBSS & IML look forward to welcoming you on-line for this event, where we will dispel the many myths and intricacies of working across a multitude of cultures, and how to successfully develop and expand business relationships globally.

Personal note and Request

Please send any new and exciting information about yourself and your business success stories from time to time, as we will have a feature or two in each new edition of our '**CFE Fellows Newsletter**'.



You can see more of what we're up to on our website, [here](#).

Wishing you and your families a great couple of months, until next edition - stay well, stay safe and please stay in touch.

Yours sincerely,

Adjunct Professor Art Phillips

Director, Centre for Entrepreneurship / UBSS

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