

CFE Fellows Newsletter

December 2021 Issue

The latest news, views, and announcements

WHAT'S INSIDE

Television Studio Sydney

The UBSS Centre for Scholarship and Research - Melbourne

New Publications

Our Featured Fellows

New Fellow, Alisa Page

Stephen JK Parker

Recorded Events



The new UBSS Television Studio,
located on level 10, 233 Castlereagh St, Sydney, NSW

Welcome Message

Welcome everyone to our December 2021, Christmas issue, of the '**Centre for Entrepreneurship Fellows Newsletter**' where we continue to share important story highlights from the many facets of entrepreneurship here at UBSS.

This is our 3rd **CFE Newsletter**, and we hope that you are enjoying the publications. It is our intent to keep each of these short and sweet, with a maximum of '5' topics.

I hope everyone is well and you enjoy this issue.

Adjunct Professor Art Phillips
Director, Centre for Entrepreneurship / UBSS

Television Studio – UBSS Sydney

A purpose-built television studio facility for use by UBSS and GCA to enhance work integrated learning (WIL) and scholarship through the production of unique and interesting educational content.

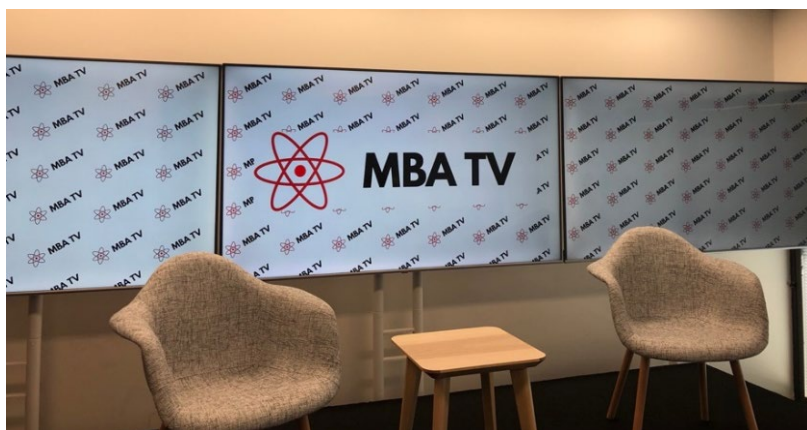


Figure 1 - Where the stars sit

The studio will produce 'subject teaser videos' of approximately 3 minutes duration featuring our lecturers, to be used as an incentive marketing tool for potential new students, and for already signed up students to better grasp the feel and content of their upcoming subject experience. The studio is also being used for a video series of entrepreneurship interviews with guests such as Alan Manly, our CEO, and numerous other celebrity entrepreneurs.



Figure 2 - Lights, camera, action

We will be asking each of our Fellows to book in a time for an interview in the upcoming months which we will use on the CFE website area to introduce you in television frame, alongside your pic and bio. We will interview each of you based on a series of 'Questions and Guidelines' that we will provide ahead of time for your preparation. Kathy Chen, our television production assistant, will be in contact with each of you to begin slotting in a workable recording schedule.

UBSS TV channel

Here are a few links to some of the studio productions:

- Name of series: **What's up @ UBSS** (featuring our Dean, Professor Andy West). Name of video: **'How is UBSS helping students in 3 ways', plus 'How to prepare for exams.'** (<https://www.youtube.com/watch?v=3qIGkhTR-FY>)
- **'Redundancies An Ineffective Means Of Responding To A Crisis'** - Interview with Alan Manly OAM, interviewer: Sir Gerard Newcombe. (<https://www.youtube.com/watch?v=Vkb-r2JdFsk>)
- **'Ask The Author'** series: "The Gambler" - Interview with Alan Manly OAM, interviewer: Sir Gerard Newcombe. (<https://www.youtube.com/watch?v=wzwnW63APA&t=49s>)
- Example of our lecturer **'subject teaser videos'**. These videos will be produced and used as an incentive marketing tool for potential new students, and for already signed up students to better grasp the feel and content of their upcoming subject experience. This video is the first example of our subject teasers, for the MBA subject that I teach: MCR012 Entrepreneurship Research Report. (<https://www.youtube.com/watch?v=UsQ2fsm0C6o>). There will be one video from each lecturer for each subject offered at UBSS, beginning in T1/2022.
- Note: The logo intro music theme is composed by Emeritus Professor Greg Whateley & Adjunct Professor Art Phillips, produced and recorded at 101 Music Pty Ltd®, Sydney.



Figure 3 - Sharing stories

The video content that we produce will be used on our website, on the UBSS TV YouTube channel, and some on our new YouTube channel, MBA TV.

MBA TV is a new YouTube channel that is associated with everything about MBA's. The channel is sponsored by UBSS

and will be sponsored by other organizations in the future. The channel is owned by Alan Manly, Group Colleges Australia.

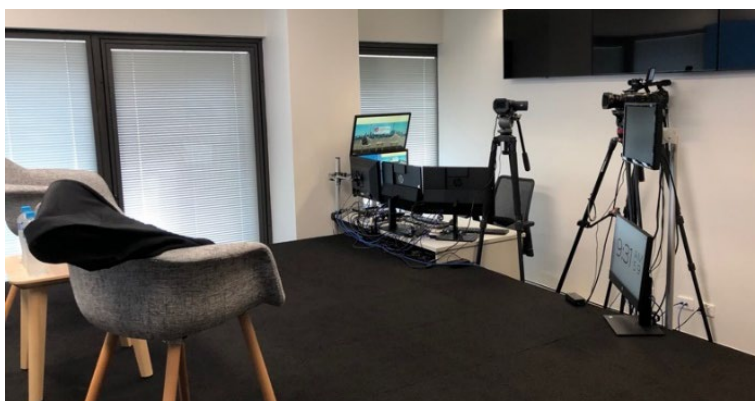


Figure 4 - The director's desk

We would appreciate if our Fellows could please subscribe today to our MBATV channel.

- STEP 1- Click here <https://www.youtube.com/channel/UCmF7FgnY6R4Wc1HilvzERIA>
- STEP 2 - Click on the "subscribe" button on the top right-hand corner.

We gratefully appreciate that, as it will heighten our ability to grow efficiently.



Figure 5 - Greg and Art in the "Studio"

MBATV Channel

We have a weekly YouTube production series called 'Professor G', featuring our very own, Emeritus Professor Greg Whateley. Here are a couple segments from his series:

- **'How Do I Best Prepare for an MBA Exam'** - In character as Professor G - Greg explores the five key considerations in getting ready to do an MBA exam - either online or in person - all good advice. (<https://www.youtube.com/watch?v=il8xVfYY6lg>)
- **'Choosing The Right institution and MBA For You'**. Professor G explores the five key considerations needed to actually choose the right MBA and Institution. (<https://www.youtube.com/watch?v=gMiyCjr2fX0>)

Don't hesitate to **like** - and even **subscribe** to all of these series.

UBSS Australia YouTube channel:

https://www.youtube.com/channel/UCLJ9UAvM_rvpY3WJzcshXw

MBA TV YouTube channel:

<https://www.youtube.com/channel/UCmF7FgnY6R4Wc1HilvzERIA>



Figure 6 - Whateley & Hooke

The UBSS Centre for Scholarship and Research - Melbourne

GCA, Group Colleges Australia, has formed a new Centre - '**UBSS Centre for Scholarship and Research**', and have appointed two Co-Directors: Emeritus Professor Greg Whateley and Emeritus Professor Gus Hooke.

The Centre for Scholarship and Research was established in September 2021 to ensure the sustainability of the current scholarship culture (energised in 2016) at UBSS.

A charter was established and is used as the navigation for the next few years. The CSR will:

- Provide **monthly updates** on scholarship and research activity at UBSS and GCA
- Provide **regular input** on scholarship and research activity for daily bulletin, weekly bulletin and message from the Dean publications
- **Biannually harvest scholarship activity** using the Boyer template customized by Professor Whateley for UBSS in 2016
- **Monitor the scholarship commitment** made to TEQSA for 2021/2022
- Provide the **leadership and encouragement** for UBSS staff to publish regularly as well as fulfil the other elements of scholarship agreed to

The Centre is based in Melbourne at the CBD Campus (Level 2, 158 Swanston Street) and has already attracted 10 Fellows to the cause with a target of 15 in all by the end of 2022.

With the help of the Fellows, the mission of the CSR is to foster scholarship at UBSS and ensure that UBSS is involved in a wide range of scholarship activities locally, nationally and internationally.

The strategic view is that the **Centre for Entrepreneurship** (CFE) and the **Centre for Scholarship and Research** (CSR) will work in tandem, moving forward, maximising the outcomes for both staff and students.



Figure 7 - Emeritus Professor Greg Whateley, at the CSR area at UBSS Melbourne



Figure 8 - Adjunct Professor Art Phillips, at the CFE area at UBSS Sydney campus

New Publications

Updating and Enhancing Unit Content, Delivery, and Assessment

This second book in the CSR Publication Series captures the way the world has responded to COVID-19 and the subsequent changes that in turn have made it necessary to 'change' the way we do things including the way we teach, the content of our programs, the way we assess and the way we manage all of these things in an informed and appropriate way. The voice throughout the book (19 chapters by 17 authors) is positive and optimistic – and in some ways notes that change can be an uplifting and necessary thing.

The book has been edited by Angus Hooke and Greg Whateley, with papers published online as they are edited. (See list of papers and links to the online resource to the right.)

The project will culminate in a hard copy ISBN in December 2021 with an anticipated 18-20 chapters.

Current papers that will become chapters in the book:

- Najmaei and Sadeghinejad (2021) *Teaching Quantitative Methods: A Look into the Future* - <https://www.ubss.edu.au/articles/2021/september/teaching-quantitative-methods-a-look-into-the-future/>
- Whateley (2021) *Alternative Delivery Options* - <https://www.ubss.edu.au/articles/2021/september/alternative-delivery-options/>
- Sadeghinejad and Najmaei (2021) *Whither Marketing? Three Emerging Topics* - <https://www.ubss.edu.au/articles/2021/september/whither-marketing-three-emerging-topics/>
- Phillips (2021) *'20/20 Vision': New Considerations for Charting an Effective Business Plan in the 2020s* - <https://www.ubss.edu.au/articles/2021/september/charting-an-effective-business-plan-in-the-2020s/>
- Kanwar (2021) *A Tale of Three Institutions, Lecturer Support, and Student Feedback During the COVID-19 Pandemic* - <https://www.ubss.edu.au/articles/2021/september/a-tale-of-three-institutions-lecturer-support-and-student-feedback-during-the-covid-19-pandemic/>
- Hooke and Kaur (2021) - *The Impact of Technological Unemployment on the Content of an Undergraduate Course in Economics* - <https://www.ubss.edu.au/articles/2021/september/the-impact-of-technological-unemployment-on-the-content-of-an-undergraduate-course-in-economics/>
- Hooke, Whateley and Kanwar (2021) - *Student evaluations of teaching (SETs) in face-to-face and online teaching environments* - <https://www.ubss.edu.au/articles/2021/september/student-evaluations-of-teaching-sets-in-face-to-face-and-online-teaching-environments/>
- Uddin (2021) - *Enhancing students' engagement - let's get real* - <https://www.ubss.edu.au/articles/2021/september/enhancing-students-engagement-let-s-get-real/>
- Xi (2021) - *Intellectual capital knowledge and knowledge management: exploring the value creation link* - <https://www.ubss.edu.au/articles/2021/october/intellectual-capital-knowledge-and-knowledge-management-exploring-the-value-creation-link/>
- Paul (2021) - *Effective implementation of computerized accounting practice that rewards students' learning* -

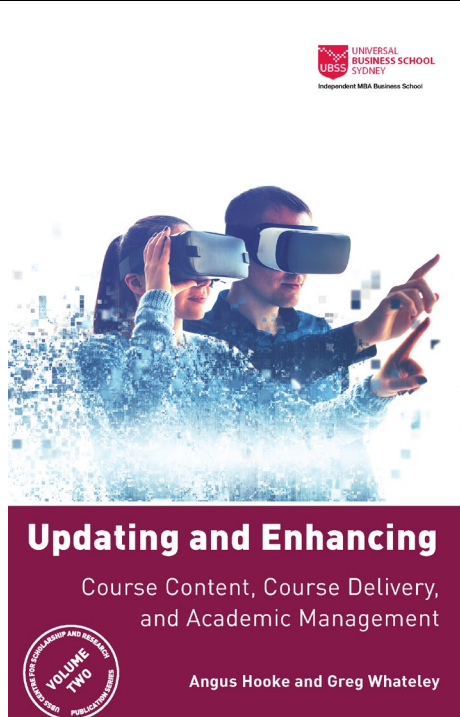


Figure 9 - Sneak peek of cover
(subject to change!!)

<https://www.ubss.edu.au/effective-implementation-of-computerised-accounting-practice-that-rewards-students-learning/>

- Stravens (2021) - *The impact of the pandemic on marketing practices* -
<https://www.ubss.edu.au/articles/2021/october/the-impact-of-the-pandemic-on-marketing-practices/>
- Hooke, Whateley and West (2021) - *Implications of changes in the global farm products market for teaching resource economics* -
<https://www.ubss.edu.au/articles/2021/october/implications-of-changes-in-the-global-farm-products-market-for-teaching-resource-economics/>
- Tse (2021) - *Using vodcasts to enhance learning in a postgraduate economics subject* -
<https://www.ubss.edu.au/articles/2021/october/using-vodcasts-to-enhance-learning-in-a-postgraduate-economics-subject/>
- West (2021) - *OPM is not just another TLA* -
<https://www.ubss.edu.au/articles/2021/october/opm-is-not-just-another-tla/>
- Kumar (2021) - *Delivering engaging collaborative learning using a marketing perspective* -
<https://www.ubss.edu.au/articles/2021/october/delivering-engaging-collaborative-learning-using-a-marketing-perspective/>
- Cameron (2021) - *The impact of the digital workplace on business communication* -
<https://www.ubss.edu.au/articles/2021/october/the-impact-of-the-digital-workplace-on-business-communication/>
- Roopram, Hooke and Whateley (2021) - *Diversity, business objectives, and education* -
<https://www.ubss.edu.au/articles/2021/november/diversity-business-objectives-and-education/>
- Akbar (2021) - *The effects of learning with cloud accounting on graduate employability skills* -
<https://www.ubss.edu.au/articles/2021/november/the-effects-of-learning-with-cloud-accounting-on-graduate-employability-skills/>

Our Featured Fellows

Meet our new Fellow, Ailsa Page



Ailsa Page, known as the Marketing Sherpa, knows business and knows what it takes to be successful. With over 20 years running her own businesses in services, consulting and retail and helping other businesses improve their bottom line, Ailsa is regularly called upon by government and business for her expertise. An award-winning business owner and former judge on the Telstra Business Awards, Ailsa is a regular contributor to MYOB 'The Pulse' and Inside Small Business.

Ailsa's point of difference is that she specialises in helping small business find their point of difference, reigniting their passion and dramatically improving their bottom line.

Having been in the trenches of marketing for 20+ years, Ailsa has a unique ability to instantly get to the heart of her audience by decoding marketing mumbo-jumbo and delivering easy-to-implement marketing strategies in a way that is both energetic, entertaining and educational.

Ailsa Page has a Bachelor of Arts in Psychology and a Post Graduate Diploma in Management from the Melbourne Business School and a Diploma of Workplace Training and Assessment Systems. Ailsa is a Fellow of the Australian Marketing Institute and is a Certified Practising Marketer. Ailsa earned the highest accreditation and international designation of Certified Speaking Professional with Professional Speakers Australia. She is a three-time author, accomplished classical piano and gypsy cello player and occasional tap dancer!

Read more on Ailsa:

www.ailsapage.com

www.apmarketingworks.com.au

Stephen JK Parker

Stephen's career has covered everything from global enterprises (Exxon, IBM) to startups and IPO's, with innovation and entrepreneurship/intrapreneurship being at the heart of all of his roles.

However, you may know him as a lecturer at UBSS, a fellow of the UBSS CFE and more recently a publisher helping to bring the UBSS experiences and stories to the world.

UBSS have been working with Stephen and his business Smart Questions, a publishing house founded by Stephen, and driven by a passion to remove the barriers that block domain experts from being authors and sharing their stories.

Whether the client is an individual(s) or a business, experience has shown, that the earlier a discussion occurs to clarify the classic "Why, who, how, when, where, what" questions, the more realistic the expectations, and the greater the understanding of where the true value lies for the book. This builds a trust relationship and allows the authors to focus on the story and Smart Questions to deliver "simplification" everywhere else.

For example, discussions about fonts, the colour of headings or the numbering style for pages can be protracted despite the limited value-add for business oriented books. Smart Questions therefore encourages the use of standardised templates. After this "simplification" the authors then have the freedom to focus on the content.

Stephen also explains that technology has fundamentally changed the way they can support a client's publishing needs. From digital content creation using standard tools such as Microsoft Word, to global print-on-demand and availability through all online retailers, it has never been quicker or easier for authors/experts to share their story.

With multiple Executive Dean Awards for Outstanding Commitment to Teaching and Learning, the passion and experience that Stephen brings to the Innovation, Entrepreneurship and Digital Transformation courses he teaches at UBSS is clearly appreciated by both his Postgraduate and Undergraduate students.



Contact Stephen at:

stephen@smart-questions.com

stephen.parker@ubss.edu.au



Figure 10 - the growing collection of UBSS books

Recorded Events

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

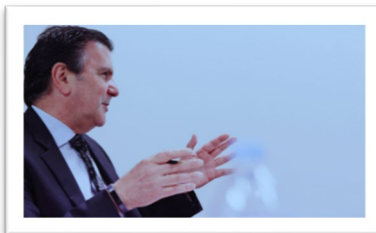
'Navigating Cross-Cultural Business' - recorded in the new UBSS TV studios.

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

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.

https://www.kaltura.com/index.php/extwidget/preview/partner_id/3091243/uiconf_id/46604333/entry_id/1_jjzrl1i5/embed/dynamic?

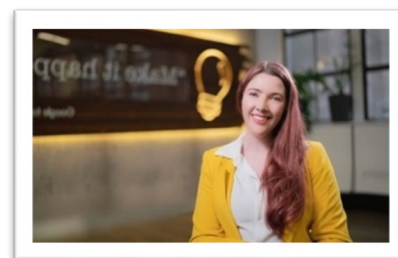
Moderator & Host:



Adjunct Professor Art Phillips, Director, Centre For Entrepreneurship, UBSS.

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.



Other in-class interview event presentations, T3/2021 at UBSS

Sudhir Warriar - Executive Chairman / Owner, Australian Cruise Group, spoke about how he sailed into the big league with a thriving business on Sydney Harbour.

Video: <http://www.kaltura.com/tiny/08frn>

Rahul Daga - Rahul discussed the skillsets in franchising, and how franchising works. He spoke about the development of two franchise Snap Printing locations in Sydney and the backstory of developing a successful mobile printing service.

Video: <http://www.kaltura.com/tiny/0r9sd>

A Personal Note



Happy Holidays to you and your families from Santa and I

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:

<https://www.ubss.edu.au>

Wishing you and your families a great Holiday season. Until next edition – stay well, stay safe and please stay in touch. Merry Christmas and a very happy start to the New Year to all.

Yours sincerely,

Adjunct Professor Art Phillips

Director, Centre for Entrepreneurship / UBSS

email: Art.Phillips@ubss.edu.au