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**Through your Alumni Association membership with UBSS,
'Your Life-Long Learning Needs Will Continue To Be Met'.**

Welcome everyone to our August 2022 issue of the 'UBSS Alumni Association Newsletter' where we continue to share important story highlights from the many facets of entrepreneurship here at UBSS.

UBSS believes in life-long learning, and we are committed to help you target your goals more clearly through continued entrepreneurial growth. From networking opportunities, events, publications, mentorships and refresher learning, **UBSS is focused to help you meet your future!**

This is our 2nd newsletter, and hope that you are enjoying the publications.

Adjunct Professor Art Phillips, *MMusStud, FIML, FCFE, FCSR, FAIM*
Director, Centre For Entrepreneurship (UBSS)

Welcome New CFE Fellows

Congratulations to **Luke Mangan OAM** on his induction as a Fellow into the *UBSS Centre for Entrepreneurship* (04.08.2022).



From Left - Sir Gerard Newcombe, Adjunct Professor Art Phillips, Luke Mangan OAM and Alan Manly OAM.

The Centre for Entrepreneurship (UBSS) Fellowship Award was presented to Luke Mangan OAM, Celebrity Chef extraordinaire, on August 4, 2022, at *Luke's Kitchen* located at the *Kimpton Margot*

Hotel Sydney CBD (just opposite the UBSS Sydney CBD Campus) - ‘In recognition of his distinguished contribution to entrepreneurship in Australia’.

A more detailed profile of Luke is available on the CFE website - <https://www.ubss.edu.au/luke-mangan-oam/>

Luke will be presenting online in T3/2022 on **UBSS TV** which will be available to all UBSS students and Alumni via a special event link produced for the postgraduate subject in **Entrepreneurship Research Report / MCR012** - tentatively scheduled for October 14 (**date TBC**), 3.30 pm (a one-hour event with Q+A) for a special ‘**CFE Celebrity Profile Fireside Chat**’.

We are honoured to have Luke as a Fellow of the CFE.

Congratulations to **Dr Narisa Chauvidul-Aw** on her induction into the *UBSS Centre for Entrepreneurship* (10.07.2022).



Narisa was formally presented with her CFE Fellowship in St Albans, England, on July 10, by Emeritus Professor Greg Whateley, Deputy Vice Chancellor and Vice President (Academic) UBSS, standing in front of the St Albans Cathedral, England, the oldest place of continuous Christian worship and pilgrimage in Britain.



A complete profile of Narisa is available on the CFE website: <https://www.ubss.edu.au/dr-narisa-chauvidul-aw/>

Congratulations to **Dr Catherine Lopes** on her induction as a Fellow into the UBSS Centre for Entrepreneurship last month.

Catherine is Chief Data and Analytics Officer at Merkle ANZ, a global customer experience management company.



A complete profile of Catherine is available on the CFE website: <https://www.ubss.edu.au/dr-catherine-lopes/>

Learn more about the *Centre for Entrepreneurship* - <https://www.ubss.edu.au/centre-for-entrepreneurship/>

UBSS / GCA News

Incentives Provided by UBSS for Domestic MBA Students

As part of the contribution to COVID-19 recovery, UBSS is offering 100 Bursaries to Executive Delivery Mode MBA students. This further demonstrates the commitment from CEO Alan Manly OAM and the GCA Board to assist postgraduate students with continuous learning, to get that promotion, a new career or launch a new business.

Students studying their MBA via the Executive Delivery Mode are eligible to apply for 1 of 100 COVID-19 Bursaries to make their studies more accessible in the wake of the pandemic. This 80% bursary reduces fees down to \$399 per subject (from \$1,999). As at July 2022 there are currently 50+ students using the scheme – and judging from the ongoing feedback – very much enjoying the course and the delivery mode.

The bursaries are restricted to domestic students only and within the Executive Delivery Mode MBA only.

<https://www.ubss.edu.au/executive-delivery-mode-bursaries/?tab=COVID-19%20Bursaries>

Graduation Ceremonies

Graduation 2022 is with us – next week we have four ceremonies scheduled on August 17 & 18. All four are being streamed live.

1

UBSS Graduation 17th August 2022 **Morning Ceremony** at The Sydney Opera House

<https://youtu.be/ILiToAG9TE>

Opens at 9.45am for a 10.15am commencement



2.

UBSS Graduation 17th August 2022 **Afternoon Ceremony** at The Sydney Opera House

<https://youtu.be/IIDWUYZ9nD0>

Opens at 3.30pm for a 4.15pm commencement



3.

UBSS Graduation 18th August 2022 **Morning Ceremony** at the Sydney Opera House

<https://youtu.be/NDYIDrwmU08>

Opens at 9.45am for a 10.15am commencement



4.

UBSS Graduation 18th August 2022 **Afternoon Ceremony** at The Sydney Opera House

<https://youtu.be/Y94wHqCe2cE>

Opens at 3.30pm for a 4.15pm commencement



Everyone is welcome to tune in.

This is an excellent time to promote a range of **MBA TV** segments and **UBSS Blogs** on the topic of *graduation* (part of the student life cycle publications):

Why graduation is important - https://www.youtube.com/watch?v=23_Yd-e065Q

Advantages in having an MBA – <https://www.youtube.com/watch?v=2933QLYPTDg>

Why real time graduations are important - <https://www.ubss.edu.au/article/why-real-time-graduations-are-important/>

Why are graduations important - <https://www.ubss.edu.au/article/why-graduations-are-important/>

But not as good as the real thing – online versus real time graduations

<https://www.ubss.edu.au/article/but-not-as-good-as-the-real-thing-online-versus-real-time-graduations/>

Student Survey

Our recent survey has shown that 95% of our current student population would like to remain online. Therefore, ‘online’ is the continuing path for our future, which works well especially with the state-of-the-art lecture rooms that our lectures work in, consisting of 8 large screens at their fingertips (3 ceiling mounted, 3 wall mounted and 2 desktops), an auto-tracking ceiling camera, top-notch quality in room ‘audio’ playback, Rode Wireless GO lapel microphones, and the very best delivery format Blackboard Collaborate®.

UBSS/GCA continues to produce only the best for their students, receiving world-class content from renowned lectures who know how to deliver superb academic studies and real-world industry ‘work integrated learning’ (WIL), who share entrepreneurial knowledge through their experiences and expertise.

IML / UBSS Partner Entrepreneur Event – TOMORROW

Developing Successful Business Strategies - in partnership with the Institute of Managers & Leaders (IML) and the Universal Business School Sydney (UBSS), being produced and broadcast out of UBSS TV studios, level 10, 233 Castlereagh St, Sydney.

Wednesday 10th August 2022 - 11:30 am ~ 12:30 pm AEST

Virtual - Zoom

IML Members - Free

Non-Members - \$20

For our Alumni: *You can use our student access code to join and see the event at no charge:*
Student@UBSS

Sign up here:

<https://events.managersandleaders.com.au/event/50a20676-0bb0-46a0-93e4-0e587ffc933d/summary>

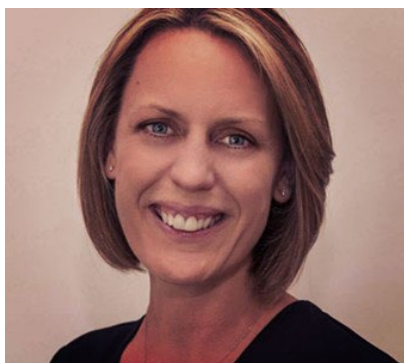
Developing a strong skill set for leadership and making intelligent strategic decisions are more imperative than ever, considering the changes in our current global environment. Success in business requires strong entrepreneurial / intrapreneurial skills and actions. Risk taking, commitment, courage and well-considered strategic plans are now more vital than ever to achieve long-term success and survival.

Join us for an interactive event session, moderated by **Adjunct Professor Art Phillips** - Director of the UBSS 'Centre For Entrepreneurship', with panelists **Lawrence Potter** CMgr FIML, Director at Strategon Consulting, **Wayne Smithson** CMgr FIML, Program Director at UBSS and Director at IML ANZ, and **Di Worrall** FIML, Chair at Advisory Board Centre.

Work Integrated Learning (WIL) Entrepreneur Events at UBSS TV Studios



Tanya Graham – Fellow (Work Integrated Learning Entrepreneur Interview)



Tanya Graham is the Executive General Manager, Strategic Programs for Healthscope, and presented in the subject **MIT103 Managing Digital Transformation**, on 23 June.

Tanya has enabled organisational growth by developing strategic vision, strategic plans and leading the execution of numerous large change management transformations across Technology/ IT, Operations, Pharmaceutical & Healthcare, Financial Services, Government, Retail & Property.

Link to the event advert: <https://www.ubss.edu.au/2022/june/mit103-interview-with-tanya-graham/>

Link to the recording:

https://www.kaltura.com/index.php/extwidget/preview/partner_id/3091243/uiconf_id/46609463/entry_id/1_h0c1u8k5/embed/dynamic?

Thank you to Tanya for your commitment to UBSS and for sharing your diverse knowledge and experiences with our students.

Ray Dib – Fellow (Work Integrated Learning Entrepreneur Interview)



Ray is an experienced entrepreneur and investor who has grown multiple successful businesses. He presented in the subject MCR003 Management Attributes & Skills, on 22 June.

Ray works within business and community organisations including being Co-founder and investor at MyBond, an innovative company changing the way Australians pay rental bonds on residential properties.

Link to the advert: <https://www.ubss.edu.au/2022/june/mcr003-interview-with-ray-dib/>

Link to the recording:

https://www.kaltura.com/index.php/extwidget/preview/partner_id/3091243/uiconf_id/46609463/entry_id/1_o8rvrtfl/embed/dynamic?

Thank you to Ray for your commitment to UBSS and for this excellent and informative interview.

TV studio, Sydney campus

I want to take this opportunity to thank James Manly, our TV studio operator, video editor and photographer, for doing such an excellent job at the controls and behind the scenes with all that we do.

T3/2022 and 2023

There's more to come in T3/2022 and into 2023, where we will have other WIL Entrepreneur Events which are being scheduled for in-class interview presentations, and are also recorded for our Alumni to view.

We look forward to working with our CFE Fellows now and into the future as they provide a **leading knowledge network** to the UBSS student cohort and Alumni. Our Fellows are an integral part of UBSS's commitment to 'work integrated learning' (WIL) – a valued source of expertise from world class business entrepreneurs and leaders who are focused to share their knowledge and experience through interviews, special presentations, case studies and seminars.

Publications

Congratulations to **Alan Manly OAM** on his recent article (22.06.2022) – **Can you actually learn to be an entrepreneur?** - in *CEO Magazine*.



Can you actually learn to be an entrepreneur?

One of the biggest misconceptions in entrepreneurship is that you need to be a college dropout or school leaver who accidentally stumbles across a billion-dollar idea to be a real entrepreneur. Not so, according to entrepreneurial expert Alan Manly.



Alan Manly OAM, CEO UBSS/GCA



Throughout the past few COVID-dominated years, we've seen the fortunes of the wealthiest people in the world skyrocket to new heights.

One thing that all of these rich listers have in common, is that they are entrepreneurs who started from very little and fought their way to the very top in business.

While many aspire to reach the same level of success as these titans of business, the question remains as to whether entrepreneurialism can be taught or whether it is a skill set that you're born with?

I would suggest that, yes, you can in fact learn how to be an entrepreneur. However, the real question is who is the teacher? To become a real entrepreneur requires you to gain enough knowledge and skill and seek out education from multiple sources.

More importantly then, how do you go about it?

The full article is available at: <https://www.theceomagazine.com/opinion/learn-to-be-entrepreneur/>

Another recent article from Alan (27.06.2022) – **'6 Habits of successful entrepreneurs'** in *CEOWorld Magazine*:



Over the past few years, the success of leading businesses and entrepreneurs has been thrust into the spotlight like we haven't seen for many years with company values and profits surging. While no two businesses or entrepreneurs are the same, there are common traits that many of these most successful people exhibit.

These range from the need to "Get sh*t done with no excuses" to the ancient wisdom "it's first bitter then sweet". Where do you fit in? Let's take a closer look at these habits:

The full article is available at - <https://ceoworld.biz/2022/06/27/6-habits-of-successful-entrepreneurs/>

Video Recordings of Our Fellows - 'About, Who Am I'

We have begun producing short video recordings of our Fellows.

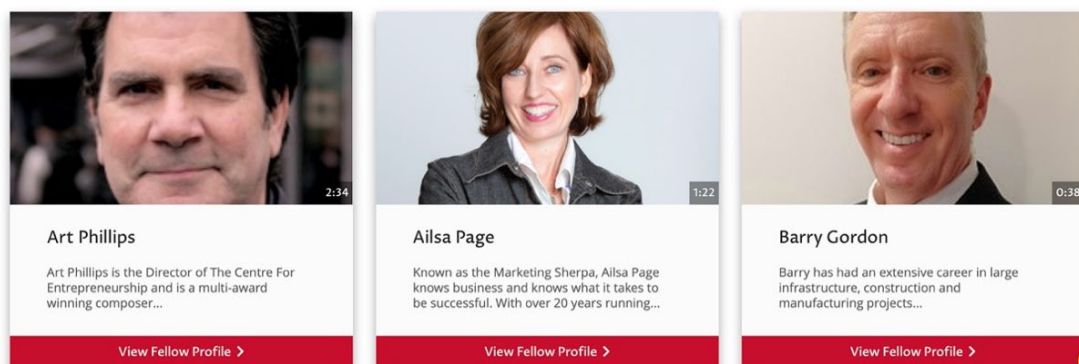
Go to,
<https://www.ubss.edu.au/centre-for-entrepreneurship/>

Hover over pic of the top row of Fellows, you will see the video time duration on the right-side bottom of our pics – it will begin to auto play:

The 4 Fellows who completed their recording to date: *Ailsa Page, Barry Gordon, Art Phillips, and Ray Dib.*

Leading Knowledge Network

We are delighted to introduce our Fellows. Our Fellows provide the UBSS student cohort and Alumni with integral 'work integrated learning' (WIL) experiences, by sharing their expertise and business knowledge through interviews, special presentations, case studies and seminars. The value of our Fellows is clearly recognized to create a better tomorrow for today's students.



CFE Start-Up Competition

'CFE Start-Up' is a unique competition for postgraduate UBSS students and **Alumni** of UBSS, focused on acknowledging and awarding innovative and entrepreneurial business plan concepts and proposals.

The competition submissions must be in the form of a written word document using our **ENTRY FORM**, which will be sent to you within two weeks, describing the detail about the business you

propose for the competition based on the **CRITERIA** noted below. If your submission reaches the top 6 finalist's stage by our select judges you will be asked to create a verbal presentation pitch using powerpoint at our online CFE Start Up Competition '**Event**' scheduled for Monday, December 12, 2022, from 6.30 pm ~ 8:30 pm.

Submissions must be from 'individuals', not partnered proposals.

The award categories are:

Most Innovative Business Concept – *something new, something different, something that stands out from the current marketplace, a business and product(s) that will solve numerous problems for customers.*

Greatest Social Impact & Sustainability Business Model – *something that resolves issues relating to making the world or the community a better place, something that comforts an ongoing concern or awareness in our society, something that is sustainable and resolves any issues about saving the planet.*

Contest winners will receive an Award Certificate; a discount on one future subject selection at UBSS; complimentary access to an IML Virtual Leadership Workshop; a recommendation letter to a choice of your request; and two 30-minute mentorship sessions with a sought-after business executive associated with IML or an entrepreneur Fellow of the UBSS Centre For Entrepreneurship.

CRITERIA

Entry submissions must include a 1000 ~ 1500 word-length detailed explanation, using our **ENTRY FORM** (*which will be sent in a future email to you*) describing what your unique business concept is about, detail of the innovative product or service you are offering, how you will launch the business and product with a marketing scheme, the benefits of your business and why you feel the product will make a difference in the world or in our community.

You must also include who you feel your top 2 competitors might be, ones that you can compare your product with or a substitute for existing products in the marketplace and describe why and how your business will gain positive momentum over the competitive market. You should note which of the above 2 categories you feel best suited for your business proposal, *however our judges have the right to place your submission proposal into either of the 2 categories that they feel best suited.*

A brief profit margin forecast should also be noted in your written submission, such as: in year 1, the business anticipates a gross profit of X %, with a final net profit of X%, and a growth in year 2 of X %.

PROCESS

The 6 finalists will be informed on **Tuesday, November 1** if they are chosen as a 'finalist' by our selection judges, when the finalists are required to begin preparing a compelling 8-minute business pitch about their business, including an executive summary about the business, the product, including a logo, a concise marketing mission/vision combined statement (one sentence only), a slogan (3 or 4 words), pics of sample product if possible, the unique selling and market position, and why the business and product will make a difference in the marketplace.

The presentation will include a succinct powerpoint slide show (converted to PDF before presentation) of no more than 10 slides (with an engaging 8-minute discussion).

Each of the '6 finalists' will present 'on-camera' via a zoom scheduled EVENT to the 4 **main event judges** – along with an online audience who have registered to view the event. The event will also be recorded.

The presentations will be followed by a 7-minute Q&A from the **main event judges** (e.g. 15 minutes per finalist, as there are 6 = 1.5 hours of presentations).

Following all presentations, the **main event judges** will head into a break-out room to discuss the presentations thoroughly and select the **two winners**, each aligned to 'one' of the categories at the judge's discretion. The winners will then be announced 20 minutes thereafter to the viewers.

JUDGING RUBRIC

- 1 Market Validation
- 2 Business Model Positioning
- 3 Unique Selling Attributes
- 4 Detail and Creativity of Slide Presentation and Clarity of Discussion
- 5 Professional and Compelling Delivery of Pitch

Each criterion will receive a total of 20 points (e.g. 100 based).

Submissions MUST be received no later than Monday, September 19, 9:00am Sydney time, and sent via email with your proposal using the **ENTRY FORM** *that will be sent to you in an upcoming notification email.*

The '**CFE Start-Up**' is sponsored by UBSS, and co-sponsored by the Institute of Managers & Leaders (IML). The competition will be held on Zoom and will be streamed live on the UBSS facebook page, the IML facebook page, and via a designated event link.

Personal Note

Please forward any new and exciting information about yourself and your business success stories from time to time, as we will have a 'featured Alumni' in each new edition of our **Alumni Association Newsletter**.

You can see more of what we're up to on our website, <https://www.ubss.edu.au> and at: <https://www.ubss.edu.au/alumni-association/?tab=Welcome>

Wishing you all the very best.

Yours sincerely,

Adjunct Professor Art Phillips, *MMusStud, FIML, FCFE, FCSR, FAIM*
Director, Centre For Entrepreneurship (UBSS)

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CFE website: <https://www.ubss.edu.au/centre-for-entrepreneurship/>

