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*The value of our Fellows is clearly recognized to create
a better tomorrow for today's students.*

Welcome everyone to our December 2022 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 6th CFE Newsletter, and hope that you are enjoying the publications.

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

*PS – Don't forget, being a Fellow of the CFE here at UBSS allows you to put **FCFE** after your name, along with the acronyms of any other professional associations you belong to, as I have included in my signature above.*

Emeritus Professor Santa C, PhD

is wishing everyone a happy, safe and enjoyable holiday season !



Welcome New Fellows

Sir Gerard Newcombe



Congratulations to **Sir Gerard Newcombe** on his induction as a Fellow into the *UBSS Centre for Entrepreneurship (CFE)* ‘In recognition of a distinguished contribution to entrepreneurship in Australia’, and his induction as a *Fellow of the Centre for Scholarship & Research (CSR)* ‘In recognition of a distinguished contribution to scholarship and research’.

Sir Gerard Newcombe has also been conferred the status of *Adjunct Professor of UBSS*.

A detailed profile of Sir Gerard is available on the CFE website:

<https://www.ubss.edu.au/sir-gerard-newcombe/>

Dr Andy West



A very warm welcome to Andy West as a Fellow of the *UBSS Centre for Entrepreneurship (CFE)* ‘In recognition of a distinguished contribution to entrepreneurship in Australia’.

Andy is an Adjunct Professor of the UBSS Executive Delivery MBA. He is the former Dean of UBSS, having worked with UBSS since 2014. Prior to this, Andy has 10 years' experience as an entrepreneur developing and taking to market three ICT mobile technology products.

Andy currently consults to a range of industry verticals in marketing analytics. His expertise is in marketing strategy and analytics consulting to multi-national industries including Media (Nielsen), finance (Commonwealth Bank of Australia, Zurich Insurance) consumer goods (Reckitt Benckiser), Sports Marketing (Athletics Australia and Athletics NSW) and not-for-profit organisations including Amnesty International and Special Olympics.

Andy's publications include twenty academic journal articles and conference papers, three books and contributing eight chapters. His current areas of research include high technology business to business marketing, and work integrated learning. He also is involved in higher education governance and quality, as a member of the Steering Committee of the Higher Education Private Providers – Quality Network and sitting on three academic boards of independent higher education institutes.

He is a member of various professional bodies including a Fellow of the Institute of Managers and Leaders, and Memberships with the Australian Institute of Company Directors, Australian Marketing Institute and the Australian Computer Society.

<https://www.linkedin.com/in/dr-andy-west-070a67137/>

<https://www.ubss.edu.au/dr-andy-west/>

Congratulations to **Dr Narisa Chauvidul-Aw** on her recent ‘Who Am I’ recording as a Fellow of UBSS.



You can view the “Who Am I” video recordings of our Fellows here:

<https://www.ubss.edu.au/centre-for-entrepreneurship/> by hovering over each Fellows pic to watch their recording.

I would like to ask our Fellows who have **not as yet** recorded a short “Who Am I” video to contact me, Art.Phillips@ubss.edu.au, where we will align a convenient time to schedule your recording in UBSS TV studios. We’d like to get all our Fellow videos completed by mid-February 2023.

UBSS / GCA News

Student Surveys

Each trimester, UBSS conduct student satisfaction surveys, where the outcomes have been consistently impressive over the years.

Congratulations to all **teaching and support staff** at UBSS (Sydney and Melbourne) on another excellent set of outcomes from the *T3, 2022 SFUs* –

Trimester 3, 2022

1	2	3	4	5
strongly disagree	disagree	neutral	agree	strongly agree

Survey Questions	BBus	BAcc	MBA	Total
Q1 The subject provided useful knowledge and skills	4.26	4.19	4.36	4.27
Q2 The learning outcomes were achievable	4.21	4.36	4.27	4.28
Q3 The subject workload was manageable	4.03	4.14	4.23	4.13
Q4 The subject helped to develop relevant professional skills	4.23	4.18	4.36	4.26
Q5 The lecturer was well prepared for each class	4.24	4.31	4.38	4.31
Q6 The lecturer provided useful feedback	4.20	4.11	4.33	4.21
Q7 The lecturer had a good knowledge of the subject matter	4.33	4.35	4.40	4.36
Q8 The lecturer used e-learning resources	4.29	4.20	4.30	4.26
Q9 The lecturer was available to discuss learning problems outside of class time	4.05	4.12	4.00	4.06
Q10 The assessment requirements were clearly explained	4.11	4.24	4.25	4.20
Q11 Overall the teaching in the subject was of a high quality	4.13	4.29	4.29	4.24
	4.19	4.23	4.29	4.23

With an *average of 4.23 overall* – this speaks volumes for the effort during difficult times. In terms of 2022 – the outcomes are consistently impressive with 4.29 (T1), 4.24 (T2) and now **4.23 in T3**.

Longitudinal data suggests a remarkable consistency over 19 trimesters –

Bachelor of Business –

Survey Questions		Bachelor of Business																				
		T2 16	T3 16	T1 17	T2 17	T3 17	T1 18	T2 18	T3 18	T1 19	T2 19	T3 19	T2 20	T3 20	T1 21	T2 21	T3 21	T1 22	T2 22	T3 22	T3 22	
Q1	The subject provided useful knowledge and skills	4.20	4.38	4.30	4.36	4.28	4.57	4.44	4.35	4.35	4.26	4.50	4.30	4.43	4.41	4.58	4.41	4.37	4.23	4.24		
Q2	The learning outcomes were achievable	4.09	4.29	4.27	4.30	4.25	4.55	4.36	4.23	4.23	4.21	4.42	4.18	4.34	4.31	4.54	4.40	4.34	4.21	4.21		
Q3	The subject workload was manageable	4.06	4.00	4.14	4.20	4.17	4.51	4.21	4.19	4.19	4.16	4.36	4.13	4.24	4.26	4.42	4.36	4.23	4.10	4.03		
Q4	The subject helped to develop relevant professional skills such as problem solving and critical thinking	4.17	4.20	4.27	4.31	4.26	4.55	4.35	4.24	4.30	4.25	4.38	4.17	4.36	4.37	4.51	4.43	4.48	4.31	4.23		
Q5	The lecturer was well prepared for each class	4.35	4.45	4.44	4.39	4.40	4.62	4.54	4.42	4.20	4.25	4.53	4.31	4.47	4.37	4.50	4.44	4.50	4.30	4.24		
Q6	The lecturer provided useful feedback	4.29	4.37	4.35	4.30	4.32	4.56	4.47	4.33	4.33	4.23	4.48	4.25	4.48	4.43	4.52	4.46	4.31	4.24	4.20		
Q7	The lecturer had a good knowledge of the subject matter	4.28	4.52	4.46	4.41	4.39	4.69	4.54	4.47	4.45	4.30	4.51	4.32	4.51	4.48	4.54	4.42	4.50	4.26	4.33		
Q8	The lecturer used e-learning resources eg smartboard moodle in a way that aided learning in the subject	4.31	4.45	4.33	4.34	4.33	4.56	4.45	4.39	4.39	4.24	4.48	4.20	4.42	4.47	4.54	4.37	4.47	4.31	4.29		
Q9	The lecturer was available to discuss learning problems outside of class time	4.13	4.28	4.18	4.27	4.14	4.55	4.37	4.24	4.53	4.20	4.42	4.12	4.44	4.32	4.41	4.38	4.29	4.21	4.05		
Q10	The assessment requirements were clearly explained	4.27	4.28	4.28	4.32	4.27	4.63	4.41	4.34	4.33	4.17	4.40	4.26	4.41	4.39	4.48	4.34	4.48	4.27	4.11		
Q11	Overall the teaching in the subject was of a high quality	4.30	4.37	4.31	4.28	4.29	4.52	4.45	4.37	4.32	4.30	4.46	4.26	4.51	4.38	4.53	4.41	4.35	4.24	4.13		
AVERAGE		4.22	4.33	4.30	4.32	4.28	4.57	4.42	4.32	4.33	4.23	4.45	4.23	4.42	4.38	4.51	4.49	4.39	4.24	4.19		

Bachelor of Accounting –

Survey Questions		Bachelor of Accounting																				
		T2 16	T3 16	T1 17	T2 17	T3 17	T1 18	T2 18	T3 18	T1 19	T2 19	T3 19	T2 20	T3 20	T1 21	T2 21	T3 21	T1 22	T2 22	T3 22		
Q1	The subject provided useful knowledge and skills	4.15	4.43	4.16	4.36	4.18	4.26	4.27	4.34	4.34	4.25	4.38	4.13	4.46	4.23	4.43	4.29	4.18	4.35	4.19		
Q2	The learning outcomes were achievable	4.05	4.39	4.10	4.30	4.07	4.25	4.17	4.32	4.32	4.23	4.26	4.03	4.34	4.13	4.38	4.27	4.26	4.30	4.36		
Q3	The subject workload was manageable	3.95	4.09	4.10	4.20	3.98	4.17	4.11	4.21	4.21	4.13	4.23	4.07	4.22	4.12	4.27	4.21	4.24	4.19	4.14		
Q4	The subject helped to develop relevant professional skills such as problem solving and critical thinking	4.10	4.32	4.15	4.31	4.04	4.20	4.20	4.29	4.10	4.22	4.29	4.17	4.36	4.17	4.44	4.40	4.21	4.32	4.18		
Q5	The lecturer was well prepared for each class	4.26	4.48	4.27	4.39	4.16	4.29	4.29	4.41	4.30	4.26	4.25	4.24	4.41	4.24	4.41	4.52	4.35	4.40	4.31		
Q6	The lecturer provided useful feedback	4.19	4.38	4.16	4.30	4.04	4.19	4.20	4.37	4.30	4.23	4.22	4.21	4.42	4.29	4.40	4.43	4.33	4.33	4.11		
Q7	The lecturer had a good knowledge of the subject matter	4.29	4.36	4.25	4.41	4.18	4.34	4.33	4.48	4.20	4.31	4.29	4.32	4.49	4.33	4.52	4.48	4.32	4.38	4.35		
Q8	The lecturer used e-learning resources eg smartboard moodle in a way that aided learning in the subject	4.24	4.46	4.22	4.34	4.11	4.29	4.25	4.43	4.20	4.26	4.31	4.20	4.40	4.22	4.51	4.37	4.32	4.46	4.20		
Q9	The lecturer was available to discuss learning problems outside of class time	4.03	4.26	4.04	4.27	3.98	4.17	4.16	4.30	4.10	4.19	4.18	3.99	4.34	4.00	4.35	4.28	4.22	4.12	4.12		
Q10	The assessment requirements were clearly explained	4.19	4.34	4.15	4.32	4.08	4.23	4.24	4.35	4.20	4.25	4.25	4.09	4.44	4.30	4.46	4.46	4.13	4.26	4.24		
Q11	Overall the teaching in the subject was of a high quality	4.15	4.40	4.17	4.28	4.07	4.24	4.19	4.34	4.20	4.16	4.22	4.13	4.38	4.30	4.45	4.45	4.30	4.32	4.29		
AVERAGE		4.15	4.35	4.16	4.32	4.08	4.24	4.22	4.35	4.22	4.23	4.26	4.14	4.39	4.21	4.42	4.30	4.26	4.31	4.23		

Master of Business Administration –

Survey Questions		Master of Business Administration																				
		T2 16	T3 16	T1 17	T2 17	T3 17	T1 18	T2 18	T3 18	T1 19	T2 19	T3 19	T2 20	T3 20	T1 21	T2 21	T3 21	T1 22	T2 22	T3 22		
Q1	The subject provided useful knowledge and skills	4.20	4.44	4.27	4.24	4.35	4.40	4.27	4.37	4.37	4.33	4.39	4.23	4.23	4.30	4.31	4.34	4.23	4.16	4.36		
Q2	The learning outcomes were achievable	4.00	4.36	4.15	4.17	4.27	4.37	4.19	4.28	4.28	4.31	4.36	4.13	4.16	4.22	4.27	4.24	4.15	4.16	4.27		
Q3	The subject workload was manageable	3.90	4.21	4.09	4.08	4.18	4.25	4.15	4.25	4.35	4.25	4.33	4.03	4.11	4.16	4.18	4.15	4.01	4.12	4.23		
Q4	The subject helped to develop relevant professional skills such as problem solving and critical thinking	3.90	4.40	4.11	4.12	4.25	4.31	4.19	4.27	4.27	4.29	4.36	4.14	4.20	4.26	4.28	4.30	4.16	4.07	4.36		
Q5	The lecturer was well prepared for each class	4.20	4.59	4.17	4.29	4.42	4.44	4.37	4.42	4.42	4.38	4.46	4.30	4.35	4.39	4.40	4.46	4.31	4.28	4.38		
Q6	The lecturer provided useful feedback	4.10	4.44	4.19	4.17	4.31	4.33	4.26	4.32	4.50	4.28	4.38	4.18	4.25	4.25	4.33	4.31	4.26	4.16	4.33		
Q7	The lecturer had a good knowledge of the subject matter	4.30	4.58	4.30	4.38	4.43	4.48	4.41	4.48	4.48	4.41	4.50	4.33	4.38	4.38	4.17	4.50	4.34	4.28	4.40		
Q8	The lecturer used e-learning resources eg smartboard moodle in a way that aided learning in the subject	4.10	4.51	4.27	4.29	4.31	4.37	4.30	4.40	4.40	4.31	4.39	4.26	4.26	4.28	4.32	4.38	4.26	4.18	4.30		
Q9	The lecturer was available to discuss learning problems outside of class time	4.00	4.26	4.13	4.12	4.20	4.20	4.11	4.21	4.25	4.24	4.34	4.02	4.07	4.11	4.37	4.18	4.10	4.00	4.00		
Q10	The assessment requirements were clearly explained	4.00	4.51	4.17	4.22	4.28	4.38	4.26	4.34	4.35	4.35	4.40	4.20	4.25	4.26	4.30	4.33	4.21	4.21	4.25		
Q11	Overall the teaching in the subject was of a high quality	4.10	4.41	4.09	4.18	4.26	4.32	4.23	4.31	4.36	4.27	4.40	4.16	4.25	4.25	4.32	4.37	4.25	4.08	4.29		
AVERAGE		4.07	4.43	4.17	4.21	4.30	4.35	4.25	4.33	4.37	4.31	4.39	4.18	4.23	4.25	4.30	4.38	4.21	4.15	4.29		

The overall aggregate suggesting genuine consistency and excellence –

Overall

4.15 4.37 4.21 4.28 4.22 4.39 4.30 4.33 4.31 4.26 4.37 4.18 4.35 4.28 4.41 4.39 4.29 4.24 4.23

Congratulations all round. This bodes very well, again, for the next round of QILT outcomes – likely to be released in mid-2023.

UBSS thanks Natasha Jacques and Andy West for their great work in collecting and analysing this data.

UBSS will be online again in T1 / 2023 with the possibility of a move to hybrid delivery later in the year. Our student survey ‘feedback’ has been strongly in favour of continuing our state-of-the-art ‘on-line delivery’ platform.

Graduation Ceremonies



**Graduation 2023 is set for Wednesday, 23 August 2023
with morning and afternoon sessions.**

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



Interview with Celebrity Chef Luke Mangan OAM



This wonderful interview took place in the UBSS TV studio on Friday, 16 September 2022 during the postgraduate class subject 'Entrepreneurship Research Report' (MCR012) - but everyone was welcome and was advertised to all students, staff IML members and on social media.

The event was hosted by UBSS, with Art Phillips as interviewer, recorded in HD format and is now in editing with James Manly.

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. A special thank you to Jason Whitfield for his unwavering support all along the journey.

T1 / 2023

There's more Work Integrated Learning (WIL) Entrepreneur Events coming up in 2023. T1 will focus on an interview with Sir Gerard Newcombe in 'Management Attributes & Skills', and an interview featuring Dr Narisa Chauvidul-Aw in 'Clients & Markets'. The interview production dates will be confirmed by mid-January for a week 5 or week 6 (T1) event session.

We look forward to working with all our 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.

'The value of our Fellows is clearly recognized to create a better tomorrow for today's students'.

Publications

UBSS continues its **scholarship** activities with another publication in hard cover form, due to be released in early December 2022.



This is **Volume 9** in the CSR Publication Series and contains 23 chapters, from Whateley, Bofinger & Kanwar – with all authors affiliated with UBSS as either staffs or Fellows.

Wheateley and Bofinger - <https://www.ubss.edu.au/media/3998/wfa.pdf>

Kanwar - <https://www.ubss.edu.au/media/4001/chapter-2-snakes-on-a-plane.pdf>

Jankoff - <https://www.ubss.edu.au/media/4004/chapter-3-how-i-use-technology.pdf>

Bendel - <https://www.ubss.edu.au/media/4008/chapter-4-a-concept-whose-time-has-come.pdf>

Phillips - <https://www.ubss.edu.au/media/4009/productivity-and-workspace-design.pdf>

Kok - <https://www.ubss.edu.au/media/4011/work-from-phone.pdf>

Kanwar - <https://www.ubss.edu.au/media/4017/wfa-and-the-associated-risks.pdf>

Mieniczakowski - [https://www.ubss.edu.au/media/4025/wfa-the-devil s-advocate-or-a-paradigm-shift.pdf](https://www.ubss.edu.au/media/4025/wfa-the-devil-s-advocate-or-a-paradigm-shift.pdf)

Finch - <https://www.ubss.edu.au/media/4031/adapting-to-the-living-with-covid-world.pdf>

Phillips - <https://www.ubss.edu.au/media/4059/wfh-and-the-self-employed.pdf>

Wheateley and West - <https://www.ubss.edu.au/media/4058/studying-from-anywhere-sfa.pdf>

Manly, J and Wheateley - <https://www.ubss.edu.au/media/4064/gymnasiums-where-wfa-did-not-work-out.pdf>

Paul - <https://www.ubss.edu.au/media/4066/work-from-where.pdf>

Wheateley - <https://www.ubss.edu.au/media/4067/shared-work-spaces-a-great-wfa-opportunity.pdf>

Mieniczakowski - <https://www.ubss.edu.au/media/4083/permanent-alternatives.pdf>

West - <https://www.ubss.edu.au/media/4085/wfa-are-companies-ready-to-let-go.pdf>

O'Connor - <https://www.ubss.edu.au/media/4086/diary-of-an-edupreneur.pdf>

Rigg and Bofinger - <https://www.ubss.edu.au/media/4100/recording-from-anywhere.pdf>

Uddin - <https://www.ubss.edu.au/media/4101/work-life-balance.pdf>

Kopanakis - <https://www.ubss.edu.au/media/4102/ubiquitous-connectivity-never-ending-necessity.pdf>

Manly, J and Wheateley - <https://www.ubss.edu.au/media/4104/how-technology-has-changed-the-way-gyms-operate.pdf>

Alan Manly OAM articles





**CEO of GCA, President of UBSS, and a Fellow of the
Centre for Scholarship and Research**



Congratulations to **Alan** on his recent article (13.10.2022) – **The hidden costs of starting a business** - published in MYOB



Share

Alan Manly

13TH OCTOBER, 2022

The hidden costs of starting a business

This Mental Health Awareness Month, Alan Manly examines some of the overlooked psychological impacts entrepreneurs face when starting a business.

More often than not, the drive to start and build a business from scratch is motivated by far more than money. Martin Zwilling supports this claim in *Forbes Magazine* when he outlines the [six motivations of entrepreneurs](#).

These include making a difference in the world, finding personal meaning from building a business, satisfaction of doing something great, personal growth and accomplishment, seeing the real value of one's beliefs and helping others achieve their goals.

Notably, money doesn't get a mention in the above list. So if the motivations are not monetary what would be the hidden costs of starting a business?

Below, I describe seven of these potential costs for the new business owner, which I've seen play out in multiple ways over the years.

The full article is available at - <https://www.myob.com/au/blog/starting-a-business-hidden-psychological-costs/>

And another excellent article, ‘**The five toughest business lessons no one tell you**’,

<https://www.kochiesbusinessbuilders.com.au/the-five-toughest-business-lessons-no-one-tells-you/>



The five toughest business lessons no one tells you

ALAN MANLY - OCTOBER 13, 2022

3 MIN READ



As an entrepreneur with decades of experience, **Alan Manly** OAM is now the CEO of Universal Business School Sydney (UBSS) and author of *The Unlikely Entrepreneur*. He shares the five toughest business lessons he learned the hard way, so you don't have to.

And here's another great article I wanted to share from the **CSR series** – Hooke and Whateley (2022) – book entitled: **Post-COVID Reflections on Course Structure, Unit Content and Delivery, Assessment, and Student Engagement**.

Article by Emeritus Professor Greg Whateley &
Emeritus Professor Jim Mieniczakowski.

NOW READING

Returning to campus – not a good option in the new reality

22.11.22 | Business

Published by **Greg Whateley, Universal Business School Sydney & Jim Mieniczakowski, UBSS Centre for Scholarship and Research**

ABSTRACT

There is much talk in both the media and dispatches from government agencies about the idea of mandating the return of students to campus. In fact a number of providers (both public and private) have attempted such a thing – with varying success. The practice is essentially doomed and is most certainly fraught with potentially dangerous outcomes. The COVID pandemic – spoiler alert – is not over. In fact, there are more cases of COVID-19 (and its various strains) now than ever before. The potential for infection – particularly enhanced by large groupings in small spaces – is ever-present and even if we write the Queensland Government is recommending a return to mask wearing in certain public settings (BrisbaneTimes.com, Nov 10th, 2022.)

The full article is available here:

<https://www.ubss.edu.au/articles/2022/november/returning-to-campus-not-a-good-option-in-the-new-reality/>

Emeritus Professor Greg Whateley is the Deputy Vice Chancellor and Vice President (Academic) at Group Colleges Australia (GCA). Formerly, he was Chair of the Academic Board at the Australian Institute of Music and Dean of the College at Western Sydney University. He has been keenly interested in alternative modes of delivering education since 2000 when he and Professor Bofinger founded 'The Virtual Conservatorium'. Now, some 20 years later, he is deeply involved in the development of the virtual school.



Emeritus Professor Jim Mieniczakowski is currently a Higher Education Advisor and Consultant, a Fellow of the UBSS Centre for Scholarship and Research, a member of the UBSS Academic Senate, and an author of gripping detective novels. Formerly, he was President and CEO of Curtin University's Malaysia campus, Executive Director of Higher Education for Abu Dhabi Government, UAE, Deputy Vice-Chancellor (Research and Industry) at Victoria University, and Deputy Vice-Chancellor (Academic and Research) at Central Queensland University.



CFE Start-Up / Competition

A new incentive from the Centre for Entrepreneurship, which is a unique competition for UBSS students at the postgraduate level and Alumni of UBSS, focused to acknowledge and award innovative & entrepreneurial business plan proposals.

Entries have been received and the winner will be announced on December 13. Stay tuned.

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 Fellow' in each new edition of our 'CFE Newsletters'.

You can see more of what we're up to on our website, <https://www.ubss.edu.au>

Wishing everyone and your families a very happy Christmas season and a wonderful start to 2023!

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/>

