

THE FIRST COMMERCE AND MANAGEMENT NEWSLETTER

Welcome from the Head of School, Dr Stephen Kelly

Welcome to the first issue of the School of Commerce and Management's eNewsletter. This new quarterly publication is designed for the School to maintain links with our industry and business partners, our students and alumni. In Australia our School is spread across three Southern Cross University campuses at Coffs Harbour, Tweed Gold Coast and Lismore. We also have educational partners in China, Hong Kong, Malaysia, Singapore, Papua New Guinea and India.

The School of Commerce and Management is part of Southern Cross University's Faculty of Business, which also encompasses the School of Tourism and Hospitality Management, The Hotel School in Sydney and the Graduate College of Management. Our School has recently undergone a restructure, merging with what used to be known as the School of Multimedia and Information Technology. We have also inherited some key business courses from the former School of Social Sciences and there is an article about them later in this Newsletter.

In a recent national survey administered by Graduate Careers Australia the Faculty of Business was ranked first for postgraduate accounting studies out of 23 universities. We were also ranked third out of 40 in business and management and fourth out of 30 for computing and information technology. Southern Cross University itself ranked in the top 10 universities nationally for overall graduate satisfaction in 11 out of 16 fields of undergraduate study measured in the latest survey of all Australian graduates. This proves that as a student-focused, regional university we are providing some of the best quality teaching available in Australia, leading to quality graduates.

FACULTY OF BUSINESS HONOURS STUDENT AWARDED

Simon Rose wins Telstra Scholarship



The Faculty of Business Telstra Honours Scholarship for 2006 has been awarded to Lismore based student, Simon Rose (pictured left with Southern Cross University Vice Chancellor Professor Paul Clark and Sue Passmore from Telstra) for his study of the procedural justice on volunteer behaviour and shared leadership in a national non-profit organisation, Scripture Union.

Mr Rose's work will link closely with research being undertaken by his Honours supervisor Peter Vitartas and Professor Don Scott on community involvement.

Mr Rose enrolled in an honours program after completing his undergraduate degree at Southern Cross University and working for Gold Coast Airport. It was during his time at the airport he developed his interest in marketing research.

"To pursue marketing research in the commercial arena I realised I would need to do some more study and after talking to a number of research firms was told that an honours year at Southern Cross University would provide me with the grounding I needed," he said. "Winning the scholarship was a bonus and will make studying just a little bit easier without the concern of finances."

The Telstra Scholarship is offered each year to students enrolling in Semester One of a full-time, internal, honours year course of study within the Faculty of Business at Southern Cross University. The scholarship is valued at \$5,000.

LISMORE UNLIMITED BUSINESS AWARDS

Commerce and Management Graduate picks up Award

Southern Cross University graduate Karey Patterson, proprietor of Lismore based computer company NTECH, was awarded Best Home Based Business at the recent Lismore Unlimited Business Awards.

The Business Awards, co-sponsored by Southern Cross University, received almost 200 nominations for 12 business categories. The overall Best Business award was won by Lismore Challenge Limited.

The School of Commerce and Management at Southern Cross University has had a long association with the event which is organised by Lismore's chamber of commerce – Lismore Unlimited.

Associate Professor Keith Sloan and Professor Don Scott from the School were on the judging panel and attended the evening along with Ron Dowell from the School of Tourism and Hospitality Management.

Gianpiero and Rebekka Battista, proprietors of The Left Bank Café in Lismore took out the Exceptional Hospitality Award. Mr Battista is also a graduate of the Southern Cross University Bachelor of Tourism Management and tutors in a number of units at the Lismore campus.

SINGAPORE GRADUATION

BBA students at Singapore Institute of Purchasing and Materials Management



Bachelor of Business Administration students from the Singapore Institute of Purchasing and Materials Management (SIPMM) attended a graduation on May 20. Students were presented with their awards by Professor Philip Poh and the ceremony was attended by Associate Professor Keith Sloan and Director of the BBA Mr Peter Vitartas from Southern Cross University.

SIPMM and the School of Commerce and Management have had a relationship since 1998 with students of SIPMM's

diploma and advanced diploma being able to go on to complete the BBA in Purchasing and Logistics Management.

SIPMM is a not-for-profit, independent professional organisation that aims to enhance the managerial and organisational effectiveness in purchasing, logistics, materials and supply management in Singapore and beyond.

NEW COURSES FOR SCHOOL OF COMMERCE AND MANAGEMENT

Bachelor of Business Administration

Bachelor of Management and Professional Services

The School of Commerce and Management has revamped its range of business, multimedia and IT focussed courses on offer. The Bachelor of Business Administration (BBA) and Bachelor of Management and Professional Studies (BMPS), previously managed by the School of Social Science, will now form part of Commerce and Management's comprehensive suite of business courses.

The BBA is now the School's premier international business course and offers an extensive range of Human Resource focused units. The BMPS is the University's most flexible course, allowing students to select units from across the University to meet their individual career goals.

The BBA cohort has grown to over 350 students in 2006 with strong interest from international partners and students in Singapore, Hong Kong and China. The course also received very high satisfaction scores in AQUT ratings.

Course coordinator, Peter Vitartas, said that the BMPS is the ideal course for those already working who want to upgrade their business skills.

"This course also offers Recognition for Prior Learning giving students advanced standing for their current appropriate work experience or TAFE qualification," he said.

"The University has also developed strong links with the Australian Defence Forces through the Junior Officer Professional Educational Program (JOPES) which runs in the BMPS."

ELUMINATE-ING DISTANCE EDUCATION.

New program set to enhance Commerce and Management Distance Learning



The provision of distance education and international teaching by the School of Commerce and Management has been revolutionised with the introduction of a new online, real time teaching platform, *Elluminate live*.

School of Commerce and Management lecturer, Steve Rowe (pictured at left with Thai Elluminate student 'Cindi' Poon Man Yei) is amongst the first Australian university academics to use this technology in distance teaching delivery.

He believes that the program could offer a viable alternative delivery option for traditional teaching workshops, as well as being an ideal way for students to record lectures for later viewing.

"The program enables our students to participate in teaching delivery in real time no matter where they are in the world," he said.

"They are able to talk over the Internet, type direct messages, share whiteboard and desktop applications, see live video, synchronised web browsing and multi-media content."

Mr Rowe recently returned from teaching in Hong Kong where 130 students were the first to participate in 6 hours of contact using *Elluminate live*. Whilst in Hong Kong he also used *Elluminate live* to conduct sessions for undergraduate students preparing for exams back in Australia.

The Graduate College of Management at Southern Cross University is also using *Elluminate live* to conduct tele-tutorial sessions in place of the old conference call telephone system.

Graduate College of Management lecturers, Dr Carmen Tideswell and Dr Chris McDowell, are currently using *Elluminate live* to deliver units in Marketing, Economics and Accounting.

Mr McDowell believes that *Elluminate live* has the potential to replace the classroom for students studying by distance.

“The GCM is once again delivering a cutting edge learning tool to its students,” he said.

“I did a quick survey at the end of each *Elluminate live* session and the vote was unanimous - even though some were still getting used to the software they all said *Elluminate live* was as good or better than the old conference call method.”

“*Elluminate live* is a hands free system. Students use a headset so they can listen and speak while being free to type on the computer, write notes or flip through texts. When a student wishes to speak they 'put up their hand' on screen, the lecturer identifies them in a queue and they contribute to the session while all the other participants wait and listen.”

“Any decent modern computer with dial-up connection will do the job. The lecturer can use whiteboards, Powerpoint displays and Word documents on screen while simultaneously conducting a dialogue with the participants.”

“Students should be excited if *Elluminate live* is to be used in a unit of their studies. All the details are provided to the student on the mySCU Blackboard site and the software is easy to download and use.”

TWEED BUSINESS EXCELLENCE AWARDS

Southern Cross University contributes to Tweed Business

Southern Cross University Faculty of Business staff from the Tweed Gold Coast campus recently participated as judges at the 4th Annual Tweed Business Excellence (BEX) Awards.

Vice Chancellor Professor Paul Clark together with his wife Dr Jean Clark joined more than 700 Tweed business representatives at the gala event held at Seagulls last month.

Co-ordinating judge, Linda Svenson, Marketing Manager Faculty of Business, said that the BEX awards were a great opportunity for the University to directly contribute to the Tweed business community.

“Plans are under way to expand our Tweed Gold campus and we want to be the University of first choice in this region,” she said.

The Judges assessed more than 150 submissions across seven categories including Franchising, Manufacturing & Construction, Professional, Retail, Tourism & Hospitality, Trade and New Business. A range of business criteria were considered including customer service, staff training, marketing, environmental policies and community support.

The Southern Cross University judges were impressed with the high calibre of business activity demonstrated and were pleased to be able to provide feedback to the category winners and the BEX Organising Committee.

The judging panel, included Amy Colli, Maree Walo, Peter Wynn-Moylan and Linda Osti from the School of Tourism and Hospitality Management, Dr Jennifer Harrison and Dr Carmen Tideswell from the School of Commerce and Management.