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HISTORY OF THE SCHOOL OF BUSINESS

CHURCHLANDS COLLEGE/WESTERN AUSTRALIAN

COLLEGE OF ADVANCED EDUCATION

February 1989

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Preface

The contents of this document, entitled "History of the School of Business", covers the significant events and statistics relating thereto experienced by the School of Business during its existence from 1975 to 1989 inclusive.

DR V M PERVAN
Dean/Head of School
School of Business
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In September 1974 the Western Australian Tertiary Education Commission agreed that business courses would be shared between the Western Australian Institute of Technology and Churchlands College of Advanced Education. It was intended that the first students at Churchlands would be enrolled in 1976. It was also agreed that in the development of the programme at Churchlands that there would be a close and co-operative relationship between the Schools of the two institutions, WAIT and Churchlands CAE.

The Churchlands College of Advanced Education advertised for a Head of Business Studies in 1974 and made an appointment later that year. The Head of School, Dr Valentine M Pervan, took up his position at Churchlands on the 1 July 1975. During 1975 the positions of Lecturer and Senior Lecturer were advertised and a number of appointments were made. It was also agreed that two major streams would be offered at Churchlands, Accounting and Management Studies. The following foundation staff were appointed:

Senior Lecturers

Theo Christopher, B.Com.(Hons)(W.A.), AIT (WAIT), AASA (Senior), ACIS, AAIM
Phillip F Clift, B.Ec.(Hons)(Qld), AAIM
John W May, LLB (WA), MA (Sheffield)
Neville E Smith, B.Com (Hons)(WA), AASA (Senior), AAIM

Lecturers

Peter F Kotai, B.Com (Hons) (WA), AASA (Senior), Dip.Man.(PTC)
Barry Sargeant, B.Com.(WA), AASA (Senior)

Senior Tutors

Peter J Anderson, B.Ec.(Hons) (WA)
Thomas Crouch, B.Ec. (Hons) (WA)
Alex N Panarese, B.Com. (WA), AASA (Prov.)

Tutor

Michael Palm

All volunteered to have regular meetings, either at the residence of the Head of School or at the College. It was decided early that even though the intention was to parallel the WAIT course some variation to the manner in which the course was offered would occur in the new School. In July 1975 the School's planners decided that the Bachelor of Business degree to be offered would have an integrated and vocational orientation. It was then decided to structure a medium of integration which was termed Business Workshop. All staff agreed that their units,
whether it be Accounting, Economics, Law or Management Science, would have a practical orientation and extend to the Business Workshop programme. The Business Workshop programme was therefore to co-ordinate all the theoretical areas taught in the various units offered into practical situations which would be common to the business environment.

**BACHELOR OF BUSINESS DEGREE**

The degree was to be a 30-unit degree which included five electives and six Business Workshop units. Each workshop unit was of two-hours per week in every semester of the course. In the first two semesters of the full-time course there were six units in each, the third and fourth semesters had five units, and the fifth and sixth semesters had four. The Accounting major followed the requirements of both professional bodies, i.e. the Australian Society of Accountants and the Institute of Chartered Accountants. To assist in planning, a School of Business Advisory Committee was established and the following people made up the Committee in early 1976:

- R Branchi Secretary/Director, City Motors
- K McNaught Manager, Small Business Bureau
- G Nicholls Manager, R and I Bank
- Professor R Lourens Professor of Commerce, UWA
- Alan Williams Deputy Commissioner of Railways
- A Scott Manager, Wesfarmers

All of the above people had from 20 to 35 years experience in industry and contributed valuable ideas to the School for its development and its courses. In addition the senior staff attended the Advisory Committee meetings which ensured a thorough understanding of the requirements of industry and the integration of the School's courses to those requirements.

The records show that the first Board of Studies meeting of the School of Business Studies, as it was then known, was held in the Administration Block at Churchlands College at 8.15 am on Thursday, 7 August 1975. The agenda for that meeting included:

1. Formation of an Advisory Panel and nominations for membership of that Panel were to be discussed.
2. Rules and regulations for students and staff which had been prepared by Neville Smith.
3. The establishment of a business laboratory was the responsibility of Phil Clift who recommended calculators and other equipment.
7. Churchlands press.
8. Bachelor of Business course objectives.
10. Student counselling to be the responsibility of Head of School.

11. Elective areas in the Bachelor of Business degree.

The minutes of the above meeting also showed the agenda items for the meeting to be held at the Chairman's residence at 9.00 am on Saturday, 16 August, and included items such as:

1. Liaison with the University of Western Australia and WAIT.

2. Elective areas in Business Education available in other tertiary institutions.

3. Duty statement of Workshop co-ordinator.

4. A date to be set for the newly appointed staff to meet the Principal Librarian, Mrs Louise Lawrie, and the Head of the Audio Visual Centre, Mr Roy Little.

5. Course Objectives - Neville Smith.

There were several such meetings for the remainder of 1975. This was significant in the history of the School of Business as readers should know that none of these people were, at that time, being paid by the Churchlands College of Advanced Education. In fact they were not to take up their positions until the 1 January 1976. Each person willingly volunteered to look after certain tasks. It is also interesting to note that at the first meeting those present included:

Val Pervan - Chairman, Head of School

Senior Lecturers:

Theo Christopher
Phil Clift
Neville Smith

Lecturers

Peter Kotai
Alex Panarese
Barry Sargeant

Student Numbers

It was agreed that enrolments for the Business Studies programme at Churchlands for the triennium 1976-78 would be 183, 416 and 582. The actual enrolments for 1976 were 147 equivalent full-time students of which 70 were full-time and 154 part time.

In the second semester of 1975 after the Head of School had taken up his appointment a mature age test was held and some 130 applicants sat the B40 test on a Saturday morning. Seventyfive percent of these applicants were eligible to enrol in the business course in 1976. These students were also offered the opportunity to complete a bridging mathematics course in the second semester of 1975 and some 70 students took up the option. These students were taught by Phil Clift, Alan Brady and Val Pervan. Classes were held in the open area of the Social Science block. Some 80 percent of these students passed the bridging mathematics at the first attempt.
Projected Staff Numbers

In line with the student enrolments the recommended staff establishment for the period 1976-78 was to be 24, 43, 62. The actual staff appointed for that period were 10, 17 and 23.

Equipment

Through the efforts of Mr Clift in 1975 the College Director, Dr Jecks, agreed that a Hewlett Packard 9880A be purchased as well as some software. The purpose was to ensure that programming and systems studies would be integrated with units such as Accounting and Quantitative Studies. The newly appointed staff were also sent to a one week training course to familiarise themselves with the intricacies of the Hewlett Packard.

Facilities

There was no building available to the School of Business in 1975. The newly appointed staff were accommodated in the display area between the Mathematics and Science Block. The staff were housed in pairs. Each pair was separated by the use of bookshelves. This area housed the ten academic staff and the one full-time typist who was Maureen Fraser. The Head of School occupied an office with Mathematics staff in the Mathematics building immediately around the corner from the Business staff. The staff remained in this tight accommodation for the following two years.

After twelve months of careful planning of the Bachelor of Business programme, the formation of an Advisory Committee, the appointment and the involvement of academic staff (who were all members of the School Board) and finally the advertising, both for mature age and tertiary admission students, the School was ready for its first intake of students in 1976 which would begin its operational history.

PART II

THE SCHOOL IN ITS EARLIER YEARS

In the 1976 year the biggest task for the School was the preparation of documentation for accreditation of the degree with majors in Accounting and Administrative Studies. The ten academic staff in the School and the Advisory Committee members, with some assistance from the two Accounting professional bodies, had numerous meetings to form a structure and define objectives for the degree and also for future degrees of the School of Business. After much deliberation all those involved agreed that the objective of the School of Business Studies (and the Bachelor of Business course) was to prepare graduates, with both the appropriate technical competency and an integrated problem solving ability so as to make a meaningful contribution to management teams, chosen profession and the community.

A number of objectives were advanced as being common to all streams in the degree course. They were:

(a) Knowledge and Understanding

To develop:

1. A specialised knowledge in selected fields of general business.
2. A comprehension of all areas studied, and a knowledge of sources of further information and expertise.

3. An understanding of fundamental commercial aims and principles.

4. A knowledge of the developmental phases of firms and industry in general; and

5. An ability to establish good personal relations with business contacts and colleagues, and to work within a group or team environment.

(b) Skills and Techniques

To educate graduates to:

1. Fulfil the requirements of various professional organisations where appropriate.

2. Acquire appropriate additional technical competencies and understandings, depending on electives chosen.

3. Apply acquired skills in professional inquiry.

4. Formulate problems and seek solutions using a logical approach.

5. Demonstrate an ability to recognise the multi-disciplinary aspects of many business problems and to adopt a broad integrative approach; and

6. Express proficiency in all aspects of oral and written communication.

(c) Attitudes and Interests

To promote:

1. Appreciation of the significance of the role of the professional accountant or administrator in the business community.

2. Development of some capacity to accept professional responsibility in both business and community affairs.

3. Recognition that self-education and achievement of professional competence is a continuous process; and

4. Opportunities for development of special interests in the fields of commerce and Government.

In addition, the Bachelor of Business degree course requirements were divided as follows.

A student must complete a minimum of 30 and a maximum of 31 units:

Units "common" to all streams in the degree 21

Units completing the disciplinary sequence in Accounting or Administration 4

Elective units 5 or 6
Each unit shall be taught in a 15-week semester or its equivalent.

The disciplinary sequence in Accounting shall be:

- Accounting 101 *
- Accounting 102 *
- Management Accounting 201
- Financial Accounting 202
- Accounting Theory 301
- Contemporary Accounting Issues 302

The disciplinary sequence in Administration shall be:

- Social Framework 101 *
- Individuals and Organisations 102 *
- Managerial Processes 201 * and Business Law 201
- Organisations and their Environment 202
- Organisation Structure and Design 301
- Management Policy 302

* A unit "common" to all streams in the Degree.

Specifically, to be awarded the degree of Bachelor of Business all students shall be required to complete a minimum of thirty units, and a maximum of thirty-one units, being:

(i) the following twenty-one units "common" to all streams in the Degree:

- Accounting 101
- Accounting 102
- Business Communications 110
- Business Law 102
- Business Statistics 102
- Business Workshop 101
- Business Workshop 102
- Business Workshop 201
- Business Workshop 202
- Business Workshop 301
- Business Workshop 302
- Economic Principles 101
- Economic Principles 102
- Economic Policy 201
- Finance 301
- Finance 302
- Individuals and Organisations 102
- Managerial Processes 201
- Quantitative Methods 101
- Quantitative Methods 202
- Social Framework 101

(ii) Four units to complete a disciplinary sequence in either Accounting or Administration; the four units being:

**In Accounting**
- Accounting Theory 301
- Contemporary Accounting Issues 302
- Financial Accounting 202
- Management Accounting 201
(iii) and either five or six elective units. Students who select two third-year units (i.e. units numbered 300 or greater) amongst their electives are required to study five elective units. Students who select less than two third-year units as electives are required to study six elective units.

The accreditation panel met in late August 1976 and submitted its report to the Western Australian Post-Secondary Education Commission and the College on the 27 August 1976. This committee recommended that the Bachelor of Business in Accounting and Administrative Studies be accredited and it also recommended that the College pursue the development of a stream in Finance within its course in Business.

The assessment panel was made up of William P Birkett, Dean of Business, Kuring Gai College of Advanced Education, Chairman, George H Cooper, Chairman of the Public Service Board of WA, Dennis B Horgan, Chairman of Directors, Metro Industries Ltd, Professor Alex M Kerr, Chairman, Economics Programme, School of Social Enquiry, Murdoch University. Shortly afterwards the Bachelor of Business degree was registered by the Australian Council on Awards in Advanced Education.

Board of Studies Resolutions

From the thirteen meetings held during the 1976 academic year seventy resolutions resulted. Some of the resolutions that are still in effect today include the following:

1. That unit files be established.
2. That student access files be established.
3. That student personal history files be established.
4. That all resolutions of the School be numbered.
5. That files be kept on all resolutions passed by the Board.
6. That the access to examination papers by students be left to the discretion of the course unit committees.
7. That the School establish degrees with distinction.
8. That the week before each final semester examination be classified as a swat vac week.
9. That a mid semester week for testing be established.
10. That all first year units be offered every semester.
11. That the design of the Business Studies building be the responsibility of all staff.
12. That the following be the powers, duties and functions of the Board of Studies:

   (a) To make recommendations to the College Board concerning the introduction of new courses of study and the alteration of existing courses of study within the School.

   (b) To make recommendations to the College Board concerning the provision of teaching and other services needed for existing and projected courses within the School.
(c) To make recommendations to the Head of School on administrative issues and procedures associated with the courses conducted by the School.

(d) To make recommendations to any other authority concerning matters affecting the School but within the province of that authority.

(e) To initiate and co-ordinate academic policies and procedures related to courses conducted by the School.

(f) To determine the title, pre-requisites, co-requisites, objectives, hours per week (including class contact, weighting and student work load) and the broad course outline of all units conducted by the School.

(g) To continually review in consultation with the Advisory Committee the courses conducted by the School on the basis of educationally sound and economically acceptable ways of meeting society's needs for advanced education in the field of business studies.

(h) To deal with any matter referred or delegated to it by the Academic Council.

(i) To appoint such committees which may include other persons than its own members and to consult with such persons whether members of the College or not, as it deems fit in the execution of its duties.

(j) To do such other things as the College Board may from time to time require.

13. That European Business Studies 300 be established as an elective.

In addition to the above Theo Christopher was appointed co-ordinator of the Accounting stream and Neville Smith was appointed co-ordinator of the Administrative Studies stream. Also Ed Benness, who was Director of Boans Ltd., was added as a member of the Advisory Committee.

The School of Business has always had the problem of not having appropriate facilities for its teaching programme. One resolution passed on the 5 July 1976 read as follows:

"This Board expresses its disappointment in the standard of facilities available to part-time students in Semester 1, 1976, particularly in respect of -

(i) the lighting of pathways,
(ii) the lack of variety available in foodstuffs of an evening, and
(iii) the College Library's closed reserve weekend loan system."

There were many discussions on an appropriate allocation of staff to Departments and how the various duties of staff should be counted. One proposal by Neville Smith, who was senior Lecturer in Finance at the time, which was taken into account but not fully implemented, read as follows:
"I propose the motion:

"Staff resources for each unit shall be allocated by dividing the weighted total student hours in the unit by the student/staff ratio under which the School operates at that point in time and then dividing by sixteen to give the number of full time equivalent staff for the unit. The allocation of teaching loads in the unit shall be determined by the Chairman of the Course Unit Committee within these staff resource constraints".

The following example shows the impact of this motion:

Assume: (i) the enrolment in the unit is 96 students,
(ii) the unit has a weighting of three hours a week,
(iii) the School's SSR is 12.

Total student hours = number of students x unit hours
\[ \begin{align*}
288 \\
12 \\
\end{align*} \]
\[= 24 \]
\[ \begin{align*}
24 \\
16 \\
\end{align*} \]
\[= 1.5 \text{ equivalent full-time staff.} \]

The Course Unit Committee may decide to offer only an initial run of two lectures a week and to have sixteen students per tutorial group. Hence, there is a total of eight hours class contact (2 x 1 hour lectures and 6 x 1 hour tutorials).

The Course Unit Committee further decides to give the controller an allowance for co-ordinating the unit (say 4 hours a week) and may decide to weight each lecture as requiring staff effort double to that of a tutorial. The 1.5 full staff members would then be allocated as:

Co-ordination 4
Lectures 2 at 4 8
Tutorials 6 at 2 12

\[ 24 \text{ hours} \]

Further assume that three staff members were each working 50 percent of their 16 hours a week in the unit, being:

A - half the lectures and co-ordination
B - half the lectures and remaining time on tutorials
C - tutoring only.

The loads for each staff member would be:
Another Course Unit Committee with the same total student hours may decide to operate on small groups of 12. In this case there are 8 groups each with three hours class contact, a total of 24 hours and the class contact hours for each staff member equals the total workload hours satisfied by the unit. In this latter case, if the SSR was greater than 12 then the class contact hours for each staff member would exceed the total workload hours satisfied by the unit."

Advertising for Positions and Overseas Interviews

The appointments in 1975 for the ten staff that commenced duties in 1976 were all local and even though some had travelled to other States or other countries all were Western Australian. The other School which was the Education School, had a policy of having international staff and felt that the School of Business should have likewise. In May and June of 1976 positions in the School of Business were advertised Australia wide, in New Zealand, South East Asia, United Kingdom and North America. In late July 1976 the Head of School, Val Pervan, and the Head of Teacher Education, John Liddelow, spent about twentythree days interviewing in South East Asia, United Kingdom (London), United States (New York, Chicago, San Francisco), New Zealand (Auckland) and the eastern seaboard of Australia). As a consequence of these interviews the following staff took up duties in 1977:

Ronald Edwards
Anthony J Lewis
Barry Chapman
Kerry de Young
Phillip Sherwood

A number of other offers were made to applicants but were not accepted. This left a shortage of staff for 1977 which had to be supplemented by the employment of part-time staff. It brought the equivalent full-time staff to a total of seventeen.

New students

There was extensive advertising for students from August of 1976 until mid February 1977. There were several mature age tests held and the Dean and senior staff attended a number of careers evenings in high schools and spoke to high school students in the area. The number of students enrolled in January 1977 was 341 which included 150 full-time students and 382 part-time students.
New Committees

The Exemptions Committee was formulated to consider exemptions from units completed at other tertiary institutions. It was agreed that a list of suggested exemptions be prepared for TAFE diplomas as well as for units completed in the University of Western Australia or the Western Australian Institute of Technology.

Further New Developments

With the suggestion by the Accreditation Panel that the School investigate the possibility of offering a Finance stream, the School immediately began considering a structure, objectives, analysing the market and having discussions with Advisory Committees to see whether it should not only offer a degree stream in Finance but also a Graduate Diploma.

PART III

1977 - 1980

It was during this period that student numbers grew steadily and new courses were developed. Additional staff were appointed and the plans were laid for stage 1 of the School of Business building.

In 1978 the following staff were appointed:

Geoffrey Cook
David Creed
Colin Dolley
Donna Earles
Graham Forward
Malcolm Lewis
Yvonne Melotte
Alan Slomowitz
Donald Urquhart

In addition there were two visiting fellows in Finance:

Dr Ian Hirst from the University of Edinburgh
Dr Peter Kerbel from South Africa

In 1979 the new appointments were:

Alan Brown
Gerhard Gniewosz
Ronald Groves
Per Johansen
Paul McEvedy
Alan MacGregor
Richard Watson

and visiting fellow, John Hampton, Professor in Finance, University of Capetown.
In 1980 the following staff joined the School:

Martin Bowles  
Bernard Gerbes  
Richard McKenna  
Mark Mourell  
Roy Pearce  
Allan Thorburn  
James Wagner

During these years we lost staff to other institutions, namely Neville Smith, Peter Anderson, David Creed, Graham Forward. The School continued to recruit staff internationally which meant that annually the Dean and another senior staff of the College interviewed in most English speaking countries including South Africa.

The total staff numbers for 1978–80 inclusive were 23, 31 and 35.

**Organisational Structure of the School**

By 1980, even though the School prided itself in having a completely integrated programme, there were seven identifiable departments, namely Accounting, Administrative Studies, Business Workshop, Economics and Quantitative Methods, Finance, Information Systems and Law. These Departments were headed by Theo Christopher, Martin Bowles, Peter Kotai, Phillip Clift, Barry Sargeant, Richard Watson and John May respectively.

**Student Numbers**

Student enrolments for the three years 1978–80 were, in EFTS, 528, 631 and 782 respectively. It was noted that the full-time proportion of the total enrolment was steadily increasing from 250 at the beginning of 1978 to 400 in 1980.

**Course Development**

It was also during this three-year period that the Finance stream, which had been offered from January 1978, was accredited in 1980 together with the accreditation of the first Graduate Diploma in Finance. The Panel that reviewed the submission for both the undergraduate programme and postgraduate programme in Finance included Dr N Stewart, Director of Mount Lawley College, R S Middleton, Regional Accountant, Uniting Church in Australia, W J Phillips, Senior Manager (Finance), Rural and Industries Bank and Dr M Sarnat, Professor of Finance, Jerusalem School of Business and Administration. In the same year the Graduate Diploma in Management Studies was accredited, the panel being Dr Steve Hunter, Planning Officer, Western Australian Institute of Technology, Professor A T Morkel, Professor of Management, Faculty of Economics and Commerce, University of Western Australia, G J Prideaux, Department of Administrative Studies, Royal Melbourne Institute of Technology.

The 1980 year was a busy year as the School sought reaccreditation of its three undergraduate programmes, i.e. Accounting, Administrative Studies and Finance. The Panel was made up of Professor A T Morkel, Professor of Management, University of Western Australia, Dr M Clark, Assistant Dean, Research and Planning, Churchlands College, R B McKenzie, Chairman, Rural Housing Authority and Urban Land Council and A G M Scott, Chief Accountant, Western Australian Farmers Co-operative Ltd. The Bachelor of Business degree was reaccredited without conditions.
Building and Other Facilities

During 1977 School staff busied themselves with the plans for the Business Studies building which were greatly reduced from those that had been prepared early in 1974. However, the building was to provide some teaching spaces, office accommodation and a computer facility in January 1978. The staff moved into the building and students commenced classes in the same building from the first semester of that year. In addition, during 1980 the planning of a lecture theatre was commenced. The existing lecture theatre on the campus which had a 260 seating capacity was fast becoming inadequate for the day and night lectures of the School of Business. The new lecture theatre which was attached to the new School of Business building had a seating capacity of 360 with two classrooms and twelve offices. The building was opened on the 6 June 1981 by the Federal Minister for Education, the Honorable Wal Fife.

It was at this time that IBM assisted the College by installing an IBM 4331 to support the existing PDP 11 from which ran a number of terminals available to students and staff.

Graduation and Prizes

Nineteen seventy-eight was the year the first group of students graduated with a Bachelor of Business degree. The number of graduates for 1978, 1979 and 1980 were 17, 33 and 54. The School was pleased to accept a number of prizes from professional bodies and individuals such as the Australian Society of Accountants, Town and Country Permanent Building Society, Institute of Chartered Accountants, Australian Institute of Management (WA), Institute of Chartered Secretaries and Administrators, Perth Building Society, the Craft Association of Western Australia, Butterworths Pty Limited, the Honorable Neil Oliver, MLC, and V M Pervan.

Reaccreditation of the Degree

In the reaccreditation the number of units was reduced to twenty-eight with five units in each semester for the first four semesters and four units in each of semesters 5 and 6. The units that lost their place in the degree were Business Workshop 101 and Business Workshop 102 as it was felt that in the earlier stage of the degree the full-time students were not mature enough to understand the practical issues which related to their theoretical studies.

The preparation of documents during the 1979/80 year were efficiently and professionally handled by Dr Peter Kerbel who had stayed on for an extra two years following his term as visiting fellow. He systematised and streamlined the preparation of documents. Much of the system that he initiated is still in existence and used for the preparation of documents.

Supervised Practical Year

During 1979 the Board of Studies agreed to commence a supervised practical year programme which would enable students who had completed two years of full-time study to enter a sandwich year of work with an organisation. In the first year, some ten students were placed in employment. They were paid the standard salary for employees of their age and ability and it was agreed that the employers would assess the student's ability during the period of employment. Supervisors from the School visited the workplace of the student periodically to check his or her progress. The student also prepared a supervised practical year
report. The report was assessed in conjunction with a written report by 
the employer and the School's supervisor. The student was credited with 
a one-semester unit for the successfully completed report and ancillary 
assessments in lieu of an elective.

PART IV


The School of Business continued to develop rapidly in the early 1980's. 
It expanded the number of courses it offered, its facilities and 
staffing. The School also went through a structural organisational 
change during this five year period.

1. Courses

In 1981 Dr Peter Kerbel and the Dean of the School spent a number of 
weekends co-ordinating a number of proposals to introduce courses in 
1981. All departments of the School were asked to assist in the 
preparation of course structures that they considered worthwhile 
courses with which the School should be involved in the future. The 
College on behalf of the School of Business submitted a proposal to 
the Western Australian Post-Secondary Education Commission early in 
1981 seeking approval to commence the following courses:

 Bachelor of Business Streams
 Administrative Studies/Government
 Information Management
 Information Processing
 Marketing
 Personnel Management and Industrial Relations

 Graduate Diplomas
 Accounting
 Administrative Studies
 Finance
 Management Studies
 Marketing

From and including 1981 the following courses were accredited and 
the accreditation panels involved are included:

1981

 Bachelor of Business in Information Processing and Information 
 Management

The panel was made up of:

D M Emery, General Manager, VE Computer Services Pty Ltd
M H Hunter, Dean, Faculty of Business, Swinburne Institute of 
Technology
M Liveris, Dean and Chairman, Division of Health Sciences, Western 
Australian Institute of Technology
D W G Moore, Chief Executive Officer (Government Computing), State 
Treasury
A E Parish, Chairman, Division of Computing and Mathematics, Deakin University

The above panel assessed and accredited a Bachelor of Business degree in the streams of Information Processing, and Accounting and Computing. The title, "Accounting and Computing", was not the first choice of the School. It had been strongly felt by the School that the title "Information Management" was more suitable.

In 1982 a submission for the award of a Graduate Diploma in Accounting was prepared. This diploma was to be postgraduate in content and level and designed for students who completed the full undergraduate degree in Accounting.

The panel, comprising the following,

William S Cooper, Principal Lecturer, School of Social Sciences, WA Institute of Technology
Phillip J Hancock, Lecturer in Accounting and Sub-Dean, School of Commerce, University of WA
Ross S Norgard, Partner, Hungerford, Hancock and Offner
James F Dyal!, Department of Accountancy Studies, Royal Melbourne Institute of Technology Ltd
James R Salmon, Manager (Education), Australian Society of Accountants
Secretary: Paul Sinclair, Principal Research and Planning Officer, WA Post Secondary Education Commission,

recommended that the course be accredited for the full period of five years.

In August 1983 an accreditation panel, made up of

Dr J Malone, Senior Lecturer (Academic Affairs), Western Australian Institute of Technology,
Dr N Dafty, Associate Director, Division of Arts, Education and Social Sciences, Western Australian Institute of Technology
Dr J Isaac, Deputy President, Australian Conciliation and Arbitration Commission
Mr W Latter, Industrial Advocate, State School Teachers' Union of W.A. Inc.
Mr C Weeks, Personnel Manager, Western Collieries Ltd,
Dr H Phillips and Dr K Jack, Academic Planning Service, Western Australian College of Advanced Education,

accredited without reservation a Bachelor of Business in Personnel Management and Industrial Relations.

The Department of Management had, at that time, felt it essential that courses alternative to the undergraduate Administrative Studies degree that were more specialised should be offered by the School. It was to their credit that the funding authorities agreed as did the accreditation panel.

In 1984 two further graduate diplomas were accredited, namely:

Graduate Diploma in Marketing
Graduate Diploma in Business (Computing Studies).
Both of these diplomas were designed for people with degrees in other areas than those covered by the two diplomas. In other words the content of the units of these degrees included some undergraduate work, i.e. graduate in time rather than in content.

The two panels that accredited these two diplomas were:

**Graduate Diploma in Business (Computing Studies)**

Dr N Bardsley, Examinations Co-ordinator, Tertiary Institutions Service Centre  
Dr R Galliers, Head, School of Computing and Quantitative Studies  
Mr G McEchran, Computer Planning and Administration Manager, Alcoa of Australia Ltd.  
Mr G Trinder, Manager, Management Advisory Services, State Public Service Board  
Mrs L Barton (Student Member)

**Graduate Diploma in Marketing**

Dr G Souter, Senior Lecturer in Marketing and Quantitative Methods, Department of Management, University of Western Australia  
Mr J Chadwick, Manager, Chadwick Martin Consultants Pty Ltd  
Mr T M J Edmondson, General Manager, Marketing, Swan Brewery Company Ltd.  
Mr K Nicholas, Assistant General Manager, Electronic Services, Perth Building Society  
Mr J Wolfe (Student Member)

Secretary to both panels above: Mr L Vlahov, Senior Planning Officer, Academic Planning Service, Western Australian College of Advanced Education

The Marketing Diploma was the responsibility of the formerly named Business Workshop Department while the Computing Studies Diploma was prepared by the Department of Information Systems.

In 1985 all degree streams offered by the School of Business were reaccredited. Two additional streams besides the streams previously offered were included in the reaccreditation while the Personnel Management/Industrial Relations stream was split into two streams. This brought the total of degree streams offered under the title, Bachelor of Business, to nine, namely:

- Accounting
- Accounting and Computing Studies
- Administrative Studies
- Business Communications/Marketing
- Enterprise
- Finance
- Information Processing
- Industrial Relations and Personnel Management

The panel, made up of the following, accredited all nine streams for a full period of five years:
On the reaccreditation of the Bachelor of Business degree a further two units were shed making the number of units twenty-six to complete a degree. Business Workshop 201 and 202 were omitted as it was felt that the major stream units were integrating their units with other units in the degree and therefore two second year Business Workshop units were not essential. The final year Workshop units were retained. Whereas Business Workshop IIIA remained the responsibility of the Business Workshop Department, Business Workshop IIIB was broken up into several streams including specialist practical orientations in the areas in which the student intended to graduate.

### 2. Advisory Committees

The School Advisory Committee added members and lost others. In 1983 the following were members of the School's Advisory Committee:

- Mr J Bingemann, Deputy Managing Director, Boans Ltd
- Mr R Clohessy, Secretary, University Salaried Officers Association of Western Australia
- Mr R Collister, Consultant
- Mr A Davison, Head of Department of Accounting and Finance, School of Commerce, University of Western Australia
- Mr J Graham, Director, Department for Youth, Sport and Recreation
- Mr M LaMotte, General Manager, Westralian Equipment Pty Ltd
- Professor R Lourens, Deputy Vice Chancellor, University of WA
- Mr G Matthews, Deputy General Manager, Perth Building Society
- Mr G McEachran, Alcoa of Australia Ltd
- Dr V Pervan, Head, School of Business, WACAE (Chairman)
- Mr N Smith, Chief Inspector, Inspectorate, Department of the Treasury
- Dr G Soutar, Senior Lecturer in Marketing, University of Western Australia
- Mr A Williams, Deputy Commissioner, Westrail

In addition to the School's Advisory Committee a number of specialist Advisory Committees were constituted. This ensured expert attention to the specific requirements for each degree stream and graduate diplomas. The specialist committees also gave considerable assistance to the preparation of course structures and course requirements.
3. Restructure and Organisational Change

In 1982 following Government direction the amalgamation of Claremont, Churchlands, Mount Lawley and Nedlands Colleges was effected. Just a few years prior to that the Graylands Teachers College had been closed and the students distributed between Claremont, Mt Lawley and Churchlands. With exception of Churchlands College, all other colleges in the amalgamation were, in the main, either primary or secondary teachers colleges.

During 1982 a Committee, entitled "The Programme Review Committee", chaired by John Liddelow and assisted by Derek Briggs, John Williamson and Brian Lawrence (as Secretary), met and reviewed all the College courses and resources taking into account future planning. The report was completed by September 1982. It recommended that a number of Schools be established, these being Arts and Applied Sciences, the Academy of Performing Arts, Business, Community and Language Studies, and Education. The existing teaching education staff who were surplus to the Education School's requirements, were given the option of transferring to the new Schools to take up duties preparing new programmes and teaching them. In addition, new staff were recruited externally. The Programme Review Committee recommended courses that should be offered in the future as well as a Committee and a Board structure for the College as a whole. The College was called the Western Australian College of Advanced Education. Guidelines for the establishment of interdepartmental and inter-school committees were prepared and recommendations made. The transfer of some staff between campuses and Schools occurred occasionally with some trauma and difficulty. John Renner became Dean of Arts and Applied Sciences. The Academy of Performing Arts position at Dean level was unfilled. Dr V Pervan became Head of Business, Dr Ken Jack, Head of Community and Language Studies, and John Liddelow, Head of Education. The report established a guideline for the Schools through the remaining 1980's and into the 1990's. It also indicated that the two large Schools, Education and Business, would remain almost the same size while the other Schools would be given an opportunity to grow. However, it is true that Education, due to lack of demand for teachers at the time, was drastically reduced in number of enrolments while in Business the demand continued to rise steadily through the 1980's.

4. Summer Schools

The School of Business offered a limited range of units including bridging units in each summer from 1980 onwards. The enrolments in these units were substantial and popular. The units offered were mainly first year units and some graduate diploma units on a variable intensity mode.

5. Mentor System and Careers Advice

In the early 1980's, as student numbers grew, it was found essential that students be given advice on their choice of area and assisted with any problems they might have had in adjusting to studies. A number of mentors to whom students could refer were nominated in each department. This went well for the first two years. However, staff involved in this system found that they were being overburdened with work. It was decided to nominate someone as a Careers Advisor. The
first Careers Advisor of the School was Paul McEvedy. He continued to teach 50 percent time and look after the problems of students until he resigned. He was succeeded by Barry Sargeant who was senior lecturer in Finance at the time.

6. Secretarial Studies

In July 1983 discussions were held between the School of Business Information Systems Department and the Secondary Education staff of the School of Education regarding the transfer of the Graduate Diploma in Secretarial Studies which had been recently accredited. The course was transferred to the School of Business in January 1984 and two staff members, Sue Mynn and Kay Broon, were also transferred to the Information Systems Department. The Secretarial course was designed for persons who had completed a Bachelors Degree or equivalent and who were seeking senior secretarial posts in Government or commercial organisations.

7. Offerings on Other Campuses

In 1982 the School of Business offered its Bachelor of Business degree in Accounting and Computing on the Mount Lawley Campus of the Western Australian College. Some two hundred students were enrolled in that year and these numbers steadily increased over the next few years. Some of the School's staff under the leadership of Phil Hancock, assisted by Richard McKenna, were also transferred to that location. This offering on another campus tended to ease the accommodation problems on the Churchlands Campus.

As the School was offering Accounting and Computing it was essential that students had computer facilities which involved main frame computing. In November 1983 IBM donated to the College and the School an IBM System 34 which was installed at Mount Lawley Campus. Mount Lawley already had a PDP system which meant that the students on that campus doing Business were well provided for.

8. Commercial Arms

In 1982 the School of Business Board of Studies considered an item on its agenda which was a proposal to establish a commercial arm of the School called the Western Australian Management Development Centre. David Waddell was attached to the School of Business to act as Executive Director of that centre and to establish the organisation, to make business contacts and involve the staff of the School of Business and other Schools in commercial projects. The commercial projects were wide ranging and covered a wide field of activities. A summary of the proposal submitted to establish the centre is shown below:

"1. The Management Development Centre in the first instance will be conducted as a pilot scheme to test the feasibility of the proposed operation. Thus, the request is for approval in principle by the Interim Council, subject to a successful operational trial.

2. Although the Management Development Centre will operate as a self-contained organisation in terms of finance, it will report regularly on financial and policy matters to the governing council of the W.A. College. To this end it will present a
quarterly financial report to the College Council and inform the Council of policy and organisational developments.

3. To achieve further links with the College Council, it is proposed that a community member of the College Council, preferably experienced in the business community, could also be a member of the Management Committee. Mr Lutz, a current member of the Interim Council, is prepared to serve on the Management Committee for the time being.

4. The input of academic staff of the School of Business Studies would be carefully monitored to ensure that work with the Management Development Centre did not interfere with their primary commitment to lecturing duties in the approval courses for which the College is funded. Indeed, the contact of such staff with the business community is seen as enhancing their expertise in lecturing in approved courses.

5. The Management Development Centre is planned to be completely self-supporting and would pay commercial rates for all costs associated with the use of College facilities, and staff in the School of Business Studies. (See Section 6 below for proposed financial arrangements.)

6. The salaries and related costs of any staff member seconded to the Management Development Centre would be fully met by funds of the Centre. At the present time it is possible for a member of the Teacher Education staff, Mr David Waddell, to undertake duties in the Centre. Thus, the proposal has some capacity to use staff from a field in which there is a possibility of over-staffing in the near future.

7. The proposal is similar to some extent to successful activities on the WAIT campus, and would place the School of Business Studies at Churchlands in a better position to establish links with the business community.

In the years that followed the Centre, under the guidance of David Waddell and later Maurice Woodworth, expanded its activities to the extent that it was entirely self-supporting, covering all costs including salaries of academic and support staff and making itself an annual profit.

In 1984/85 the School of Business was approached by Government representatives to become involved in the Western Australian Enterprise Workshop. The School grasped the opportunity to become involved in an innovative programme which was aimed at fostering industry and entrepreneurial activities in Australia, in this case Western Australia. The School of Business approached the College administration to establish a Centre for Entrepreneurship. The administration agreed that David Waddell be involved in the development of the Centre. Ken Wright who had been acting for six months as the Executive Director of the Management Development Centre was to take over the duties of Executive Director of the Centre for Development of Entrepreneurs.

The establishment of this Centre augured well for the School as it became known for its involvement in entrepreneurial activities and attracted many young business executives to become involved in
the Enterprise Workshop. Annual courses followed where people worked in groups and each year a group winner was determined. On two occasions the Western Australian winners became national winners.

Later the Centre registered its name under the Business Names Act as the "Centre for Development of Entrepreneurs". It should be noted that during the same period the School had structured a degree stream in Entrepreneurship as well as a Graduate Diploma in the same area.

9. Course Contracting

In 1982 the first year of the Bachelor of Business programme was offered on a contracting basis at Karratha College. Some fifteen students attended the course at Karratha. However, as the School of Business did not have an external programme the Principal of Karratha College decided to transfer its contracting to the Western Australian Institute of Technology. In 1985, for one year only, courses were also contracted to the Geraldton TAFE College. Again this was discontinued for the same reasons as the discontinuance of the Karratha involvement.

10. Graduating Students

The number of graduating students was increasing. For the period 1981 to 1985 inclusive the numbers were:

<table>
<thead>
<tr>
<th>Year</th>
<th>Bachelor of Business</th>
<th>Graduate Diplomas</th>
</tr>
</thead>
<tbody>
<tr>
<td>1981</td>
<td>81</td>
<td>1</td>
</tr>
<tr>
<td>1982</td>
<td>90</td>
<td>2</td>
</tr>
<tr>
<td>1983</td>
<td>101</td>
<td>6</td>
</tr>
<tr>
<td>1984</td>
<td>164</td>
<td>32</td>
</tr>
<tr>
<td>1985</td>
<td>184</td>
<td>42</td>
</tr>
</tbody>
</table>

In 1984 the School Board of Studies decided it was time that a graduation ceremony separate from the other Schools' was convened for business graduates only. In 1985, for the first time, a School of Business Graduation Ceremony was held in His Majesty's Theatre and again the following year. Since then the numbers outgrew this venue and the ceremonies have been held at the Concert Hall.

11. Student Enrolments

The period 1981 to 1985 inclusive enrolments were 900, 1207, 1405, 1683 and 1740 EFTS, including graduate diploma enrolments which were 44, 75, 97, 141 and 197 EFTS. Actual graduate diploma student (head count) enrolments were 70, 121, 165, 243 and 348.

12. Staffing

During the 1981-85 period staff numbers grew steadily but there was still heavy reliance on sessional staffing which continued to increase the burden on full-time staff. During that period the staff establishment grew from 1981 to 40, 56, 69, 70 and 74 in 1985. The School continued its policy of advertising throughout the English speaking countries and interviewing and appointing staff from these areas.
The following staff were appointed to the School in 1981.

Colin Ash
Brian Granner
Kathryn Hall
Terence Malone
Peter Nicholls
Terrence Ord
Terrance Wade
Mark Waring

The following resignations occurred:

Donna Barles
Graham Forward
Bernard Gerbes
Gerhard Gniewosz
Alex Panarase
Alan Slomowitz

In 1982 the staff appointed to the School were:

Roger Alcorn
Ray Boffey
Andrew Bruce
Geoffrey Costello
Michael Hughes
Baljit Kaur
Paul King
Nicholas Lethbridge
Karen Lever
Paul McEvedy
Roy Pearce
Susan Richardson
Carol Timms
Peter Williams
Maurice Woodworth

The resignations were:

Paul McEvedy
Terence Malone
Alan MacGregor
Mark Mourell

In 1983 the staff appointed were:

Anthony Ablong
Diana Barker
Dieter Fink
Grantley Hart
Phillip Hancock
John Harland
Beverley Hartley
Michael Hughes
William Hutchinson
Bonnie Jenkin
Jenny Kirkpatrick
William Marsh
Peter McFetridge
John Prestage
Clive Reynolds
Graeme Robson
Bernard Sadler
Mark Stoney
David Tuffield
Diane Van Rhyn

Visiting Fellows

Professor Richard Cotter
John Cotton
Professor Douglas Garbutt
Barrie McNay

1984

This was the year of the first two appointments at Principal Lecturer level, titled Associate Heads of School. These appointments went to Phillip Clift and Barry Sargeant. That year Colin Dolley became Head of Department of Accounting.

New appointments were:

Stephen Bailey
Lea Bracker
Wayne Cupitt
Robert Frencham
Paul McEvedy
Fiona McKenzie
Peter Masson
Stanley Metcalf
Allan Nash
Clive Reynolds
Diane Van Rhyn

Visiting Fellows

David Allen
Warwick Claydon

Resignations

Andrew Bruce
Baljit Kaur
Nicholas Lethbridge
Karen Lever
Susan Richardson
Graeme Robson
David Tuffield
Peter Williams

1985

Appointments

David Hough
Frank Gilders
Wayne Kondruk
Appointments (Cont.)

Evan Macpherson
Ah Chew Ng
Jim Richards
Ken Wright

Resignations

P McFetridge
P Nicholls

13. Departmental Restructure of the School

For many years seven departments were identified in the School of Business. It was decided in 1983 to merge a number of departments and from the beginning of 1984 the five departments that comprised the School were:

Accounting, headed by Colin Dolley
Business Workshop, headed by Peter Kotal
Economics and Finance, headed by Phillip Clift
Information Systems, headed by Richard Watson
Management and Law, headed by Dr Martin Bowles.

During 1983 and immediately after the Programme Review Committee Report was made public the School was approached by the College administration to conform with the calendar structure of other Schools where a two-week period for professional practice should be facilitated. The School gave this matter serious thought. At a special meeting of the Board of Studies held on Friday, 6 May 1983, the resolution below was passed with supporting information as follows:

"Resolved that the professional practice period of two weeks in each semester not be included in programmes offered by the School of Business for the reasons set out below."

1. The School initiated a comprehensive programme of professional practice as an integral part of the academic programme in the undergraduate degree in 1976. It led Australia and still leads Australia with this initiative. The sequence of Business Workshop units spread throughout the degree caters for continuous and in-depth coverage of the type of work envisaged by the professional practice fortnight each semester. The Business Workshop sequence covers 75 weeks of instruction compared to 12 weeks for the professional practice fortnight.

In the Report of the Accreditation Panel on the Proposal for Reaccreditation of the Programme in Business at Churchlands College (3rd April 1980), the Panel made the following observation:

"...the Business Workshop is an excellent, practical and innovative series of integrative and co-ordinative (sic) units which reinforces the vocational value of the course and enriches its theoretical aspects."
The Report of the Programme Review Committee and the Committee's Response to Submissions on its report do not give sufficient recognition of the role and substance of the Business Workshop. The School believes that professional practice has been given a high priority as an integral part of the degree structure through the Business Workshop sequence. The imposition of a professional practice fortnight in addition to the Business Workshop in the degree may downgrade the reputation and effectiveness of the Business Workshop.

2. The SPY (Supervised Practical Year) provides opportunities for full-time students to undertake one year's full-time work in a business or government organisation within the framework of the student's degree structure.

3. Part-time students are already receiving professional practice as they are employed. In addition the Business Workshop sequence formalises this professional practice throughout students' study. Many employers dislike the practice of their staff (part-time students) undertaking project work as part of their job.

4. A serious consequence of the implementation of the professional practice fortnight is the shortening of the formal teaching period in each semester. Many leading academics and professionals believe that the U31 degree in Business should be of four years duration rather than of three. The shortening of the formal teaching period will bring even more temporal pressure in a currently tight situation. Accredited courses would still involve the same amount of course content.

5. The timing of the proposed professional practice session is likely to cause difficulty. Under the proposal students receive nine or ten weeks tuition then professional practice then a further three or four weeks tuition. In course units where the subject matter culminates in the final period, the work undertaken in professional practice will ignore this important material.

6. The logistics of implementation of the professional practice fortnight in the Business School would be extremely complex. If the proposal is programme based then a large number of different arrangements will have to be implemented to cover all those groups of students taking subgroups of units in the School. Taking into account the six streams in the degree, full-time and part-time students, students with advanced standing, and students who have failed units, the likely number of different course unit groupings within the School could exceed one hundred."

It is obvious from the above that the School's intention was to maintain its vocational orientation and to integrate professional practice in all units taught in the School of Business. The School was successful in retaining its own brand of professional practice.
PART V

1986-89 PERIOD OF ACCELERATED GROWTH

The fastest growth in student numbers for the School of Business was during this period. The number of courses offered continued to expand and this attracted even more students, both at the graduate and undergraduate level. It was also during this period that the courses were being offered at the Joondalup and Bunbury Campus.

1. Courses

During the year ending 1985 there were nine degree streams in the undergraduate programme. In the next five years a further undergraduate stream tying in with Secretarial Studies was offered entitled "Office Administration".

Nineteen eighty-six was also the year that five existing graduate diplomas were reaccredited and four additional ones added, these being Entrepreneurship, Information Systems, Professional Accounting and Secretarial Studies.

The Panel that assessed these courses for accreditation comprised the following:

Dr B Wolff (Chairperson)
Head, School of Business, Queensland Institute of Technology

Dr R Lynch
Associate Dean, College of Business, University of Northern Colorado

Mr M Atkins
Partner, Duesburys

Mr L Moran
General Manager, Perpetual Finance Corp. Ltd

Dr G Melrose
Chairman and Managing Director, Biopolymers Ltd and
Graham Melrose and Associates Pty Ltd

Ms J Woodyatt
Manager, Human Resources Branch, Department of Computing and
Information Technology

Mr E Turpin
Manager, Promotions and Marketing, Lands Information Systems Support
Centre

Mr D Peris
Graduate Student

Dr B Sheridan (Secretary)
Senior Planning Officer, Research, Western Australian College of
Advanced Education

In 1988 a further two graduate diplomas were structured and were made available for 1989. These were the Graduate Diploma and the Postgraduate Diploma in Human Resource Management. In addition, the
Graduate Certificates in Professional Accounting and End User Computing were also made available and were approved by the College Courses Committee.

A significant achievement by the School was the accreditation in 1987 of the Master of Business in Accounting and the Master of Business in Information Systems. The masters programmes were further added to by the approval in 1988 of the Master of Business Administration to be offered from January 1989.

Accreditation Panel for Master of Business Accounting and Master of Business, Information Systems

Dr R Galliers, BA(Hons)(Harv) MA (Lancs) PhD (LSE) DMA MACS MASOR ACIS
School of Computing and Quantitative Studies
Curtin University of Technology

Professor A Davison, BA(W.Ont), MBA Qu(ont) AASA
Commerce Department
Murdoch University

Mr N E Smith, BCom(Hons) FASA CPA
Office of the Auditor General

Dr N F Dufty, A Met (Sheffield), MA (Illinois) Med PhD (UWA) Dip Prod Eng (TIGB), FACE, PIM (Lond), FAIM C Eng.
Formerly Associate Director
Division of Arts, Education and Social Sciences
Western Australian Institute of Technology

Executive Secretary:
Dr Avril S O'Brien, BAHons MA Iowa, PhD Rice
Senior Planning Officer
Academic Planning Service
Western Australian College of Advanced Education

By January 1989 the total degree streams; graduate diplomas, graduate certificates and Masters programmes offered numbered twenty-six. This reflected a diversification in Business Education in common with the various Business Schools in Australia.

During 1989 the accreditation of the MBA is to be sought as well as the preparation for reaccreditation of all the business programmes offered by the School in 1990.

2. Advisory Committees

In 1987 the Western Australian College of Advanced Education was assessed for self accreditation of courses. This was achieved without qualification which meant that the College was one of a small number of colleges of advanced education in Australia with this status. With self accreditation the advisory committees were to play a major role in course structure and course accreditation. This was evident in the preparation of the MBA and other courses offered in 1989 and the preparation of the process of reaccreditation for 1990.

3. Offering of Courses in Other Campuses

At the end of the 1987 academic year the offering of business courses at Mt Lawley ceased. To compensate, the business course offering was
moved to the new campus at Joondalup taking the first group of full time students in Semester 1, 1987. It was almost a full semester before the Joondalup buildings were available to the students and classes had to be held in the Wanneroo Shire building as well as the basketball stadium at Joondalup.

The facilities at Joondalup by 1989 still lack a lecture theatre although a large lecture room which could seat some one hundred and twenty students was available. Some two hundred equivalent new full time students will commence their Bachelor of Business programme at Joondalup in Semester 1, 1989.

With the opening of the Bunbury Institute of Advanced Education, a campus of the Western Australian College of Advanced Education, besides Education the other major programme offered was the Bachelor of Business in Accounting at Bunbury in Semester 1, 1986. The new annual enrolments approximate to fifty equivalent full-time students and some five academic staff of the School work full time in Bunbury. The inaugural Associate Head of School at Bunbury was Anthony Ablong and, in 1989, Bryan Killgallin was appointed to fill that role.

4. Graduating Students

The graduation ceremonies over the period 1986-89 were held at the Concert Hall. The number of graduates steadily increased and these were as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>Bachelor of Business</th>
<th>Graduate Diplomas</th>
</tr>
</thead>
<tbody>
<tr>
<td>1986</td>
<td>219</td>
<td>52</td>
</tr>
<tr>
<td>1987</td>
<td>242</td>
<td>78</td>
</tr>
<tr>
<td>1988</td>
<td>253</td>
<td>79</td>
</tr>
</tbody>
</table>

In addition, the number of prizes being offered by the various institutes and business houses increased substantially and in 1988 were as follows:

Town and Country Permanent Building Society and Australian Society of Accountants Prize awarded to the outstanding student in the final year of studies for the Bachelor of Business (Accounting) who has also completed the course requirements for admission to the A.S.A.

Institute of Chartered Accountants Prize awarded to the graduating student with the highest aggregate in Auditing.

John Storey Memorial Prize donated by the Australian Institute of Management (W.A.) awarded to the graduating student with the highest aggregate in Administrative Studies.

Neil Oliver Prize awarded to the graduating student with the highest aggregate in Business Workshop IIIB.

Australian Society of Accountants Prize awarded to the outstanding graduating student academically eligible for admission to the Society as a provisional member.

Institute of Chartered Secretaries Prize awarded to the graduating student who has the highest academic standing in the degree which has a secretarial administration orientation.
Challenge Bank Prize awarded to the graduating student with the highest aggregate in Finance.

The Australian Finance Conference Prize awarded to the outstanding graduating part-time student.

Institute of Personnel Management Prize awarded to the student with the highest average mark in the Personnel and Industrial Relations stream.

Institute of Directors Prize awarded to the outstanding graduating graduate diploma student.

Institute of Professional Secretaries Prize awarded to the outstanding graduating student in the Graduate Diploma in Secretarial Studies.

IBM Prize in Information Processing awarded for the student with the highest mark in the Information Processing major.

Western Australian Chamber of Commerce and Industry Prize awarded to the student with the highest course average in the Graduate Diploma in Management Studies.

The most outstanding student during the 1986-89 period was Marianne Wells who took out several prizes at the 1988 graduation ceremony.

Prizes offered to non-graduating students are:

The Australian Society of Accountants Prizes (two) - one awarded to the outstanding first-year student and one for the outstanding second-year student in the Accounting major.

V M Pervan Prize awarded to the student with the highest aggregate in the Management Science units.

Butterworths Book Prizes (six) awarded to the outstanding students in Legal Framework I and Commercial Law II (part-time and full-time), Industrial Law III and Australian Capital Markets II/400.

Ewing Prize awarded to the outstanding first-year Economics student.

Robinson Cox Prizes (four) awarded to the students with the highest aggregate mark in Company law II, in both Semesters 1 and 2, and to the students with the highest mark in the final examination in Company Law II, in both semesters 1 and 2.

Australian Computer Society Prize awarded to the student with the highest aggregate marks on completion of six second year information processing units.

Rob O'Connor Prize awarded to the student with the highest mark in Taxation Law and qualifying for membership of the Australian Society of Accountants.

Mt Newman Project Group Award Prize awarded to the students majoring in Information Systems and obtaining the highest academic achievement (mark) in the third year undergraduate student project.
5. Student Enrolments

The enrolments and quotas for the period 1986-89 are shown below:

<table>
<thead>
<tr>
<th>Year</th>
<th>Bachelor of Business</th>
<th>Graduate Diplomas</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No.</td>
<td>EFTS</td>
</tr>
<tr>
<td>1986</td>
<td>2721</td>
<td>1833</td>
</tr>
<tr>
<td>1987</td>
<td>2783</td>
<td>2011</td>
</tr>
<tr>
<td>1988</td>
<td>3326</td>
<td>2493</td>
</tr>
<tr>
<td>1989</td>
<td>3534</td>
<td>2614</td>
</tr>
</tbody>
</table>

The numbers show that the School of Business of the Western Australian College of Advanced Education is amongst the five largest Schools of Business in all the tertiary institutions in Australia. Besides the numbers shown above for student enrolments in 1988 some 250 full-time full fee paying students were enrolled. A further 250 were expected to enrol for the 1989 academic year. In addition, some seventy students were studying offshore at Singapore.

6. Staffing

For many years the School of Business was understaffed and had to employ a number of sessional staff to facilitate the teaching of the courses offered. The staff/student ratio was excessive in comparison to other Schools of the Western Australian College and in comparison to other Schools in Australia. After many discussions with senior administration of the College the staffing burden of the School was eventually recognised and additional funding was made available to the School in 1988 and more so in 1989. The staffing figures below are shown for the period 1986-89.

<table>
<thead>
<tr>
<th>Year</th>
<th>No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1986</td>
<td>77</td>
</tr>
<tr>
<td>1987</td>
<td>84</td>
</tr>
<tr>
<td>1988</td>
<td>91</td>
</tr>
<tr>
<td>1989</td>
<td>103</td>
</tr>
</tbody>
</table>

The 103 staff shown for 1989 does not include the additional seventeen staff (to make the total 120) for the full-fee paying student enrolment. The School still employs a substantial number of contract staff and sessional staff. The aim of the School was to ensure a greater proportion of full-time staff in the School. In 1989 some twenty new staff accepted offers to commence either at the 1 January or 1 July.

The names of the staff that took up new appointments in the period 1986-89 and those who resigned or retired during the same period are shown below.

1986

New Appointments

Corrine Casserley
Ben Ryan
Robert Horstman
Charles Solomon
Michael Gillooly
Eugene McCann
Visiting Fellows

Terry Lynch
Geoff Holmberg
Dr Robert Lynch

Resignations

Martin Bowles
Geoffrey Cook
Frank Gilders
Malcolm Lewis
Allen Nash
Ah Chew Ng
Jim Richards

1987

New Appointments

Robert Forbes
Leyland Pitt
David Rees
William Watts
Kim Len Yap

Resignations

Di Barker (half time)
Robert Frencham
Geoff Holmberg
Wayne Kondruk
Terry Lynch
Robert Lynch
Paul McEvedy

1988

New Appointments

David Godsell
Soon Bee Gan
Soon Sun Chai
Janne Chung
Andrew Frazer (half time)
June Galea
Des Phillipson
Michael Pullam-Stone
Peter Martin
Marianne Wells (half time)

Resignations

Di Barker
Wayne Cupitt
June Galea
William Marsh
Resignations (Cont.)

Eugene McCann
Diane Van Rhyn
Terry Wade

1989

New Appointments

Stephen Benson
Robin Brandler
Dorothy Collins
Suzette Chapple
Dr Yun Cheung
Judith Cresp
Roger Debrecheny
Kushi Doorga
Jennifer Ellis-Newman
Sarah Evamy
Diane Freadman
Bryan Kilgallin
Wayne Kwan
Elaine Leong
Kuan Lee
Graeme Lingard
Douglas Markey
Robyn Morris
Dr Chandriah Appa Rao
Catherine Smith
Thomas Siu

7. Election of Heads

Following negotiations with the Academic Staff Association the College entered a new era in 1988 and, instead of appointing Heads of Departments, elections were to be held whereby staff in each department elected its own head.

Those elected in 1988 for a period of two years were:

Alan Brown - Management and Law
Colin Dolley - Accounting
Clive Reynoldson - Economics and Finance
Peter Sanders - Marketing
Richard Watson - Information Systems

8. Careers Advice

It was during this period that Peter Sanders, who became head of Business Workshop (since re-named Marketing), performed the duties of a Careers Advisor. The School was successful in making many contacts in industry who proved to be a source for employment of graduates and as a source of information for advisory committees and support in project work. The graduates of the School were in strong demand and it was rarely that a student was not placed in a position of employment by March following the year of graduation.
9. **Commercial Arms**

The Management Development Centre expanded and the Centre for Development of Entrepreneurs extended its activities and they began making their names in the business world as training, consulting and advisory centres.

The Centre for the Development of Entrepreneurs continued to offer the Western Australian Enterprise Workshop programme, mainly due to the untiring activities of the Executive Director and participant, Sue Wynn.

Maurie Woodworth, who had been Executive Director of the Management Development Centre for many years, decided to take leave without pay and work in private enterprise. He was replaced by Bill Watts who showed that he was equally capable in presenting the Centre to the business public.

10. **Facilities**

The computer facilities of the School were improved by the use of funds saved from the sessional staffing budget. Also a number of staff were given personal computers to which they had sole access in their own offices. This contributed greatly to the morale of staff. In addition, software was purchased and two desk top publishing facilities were made available to the staff of the School. Most staff were also given an answering service system which was attached to their telephone.

In 1989 the building of three additional lecture theatres was commenced on the Churchlands Campus. They were to have seating capacity for 124 students for two of them and 182 for the third. During 1988 the School had received a substantial sum for a share of the full fee paying student fees received. Some $100,000 of these fees was allocated to research and development for staff of the School, $100,000 for equipment and some $200,000 was allocated to buildings. The buildings were to be seminar rooms with 50-student capacity to be built on the south side of the existing School of Business building. The lecture theatres and the case study/seminar rooms were expected to be in use in 1990.

11. **Organisational Change**

Although a number of matters were discussed at Board of Studies (later the School Board) level the only major change in the School of Business was that the Business Workshop Department was renamed the Marketing Department by a resolution of the Board of 26 November 1987.

12. **University Status**

1988 and early 1989 there were comments and promises from the Government and the Opposition that the Western Australian College of Advanced Education may become a university. The final decision on this matter was to occur after the February elections. The suggested title for the institution was to be Perth University.
## APPENDIX I

**SUMMARY OF UNDERGRADUATE AND GRADUATE ENROLMENTS AND STAFFING**

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<thead>
<tr>
<th>Year</th>
<th>Undergraduate EFTS</th>
<th>Undergraduate No.</th>
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# APPENDIX II

## SUMMARY OF GRADUATES

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