



Summer School

Doing Business in Southern Africa

June / July 2019

Coordinators:

Anika Berning (Department of Business Management)

Bokang Mpeta (Department of Economics, Stellenbosch University)

Heidi October (Frederik Van Zyl Slabbert Institute for Student Leadership Development)

Course Description

African countries are experiencing rapid growth. Six of the world's ten fastest growing economies between 2001 and 2010 were African countries, of which 2 were in Southern Africa. Moreover, this growth is increasing: the Economist predicts that seven of the top ten fastest growing economies between 2011 and 2015 will be African countries. This is a dramatic change from the poor performance of the previous three decades, when African countries became synonymous with images of civil war, disease, famine and poverty.

This rapid rise in African incomes has not gone unnoticed by entrepreneurs and firms in search of profitable investment opportunities. Even after the global recession, foreign direct investment into Southern Africa continues to surge. But such optimism is also tainted by the institutional and policy environment in these countries; not all investments have been successful because the political, developmental and social challenges impose several constraints on entrepreneurs and managers.

This course aims to help students investigate the unique institutional and policy conditions in Southern African countries which will not only allow future entrepreneurs and managers to understand the challenges that will confront their businesses, but also allow them to identify the opportunities that this rapidly growing region offers.

Course Information

Doing Business in Southern Africa is a 4 – week programme where students follow **2 courses in total**: Course 1 is worth 2 USA (4 ECTS) credits and Course 2 is worth 5 USA (10 ECTS) credits. The total credits are thus 7 USA (14 ECTS) Credits.

- Course 1: Introduction to South Africa's Political History (1 Week)
- Course 2: Doing Business in Southern Africa (3 Weeks)

The following themes will be discussed during the programme:

- The roots of South Africa's development challenges
- Post-Apartheid economic successes and failures
- Social constraints: education, health and social policy
- Economic policy and the future



- Trade Policy, Market Access and the art of Exports
- A balancing act: Competition, Labour and Monetary Policy
- Comparative and competitive advantages: Agriculture and Trade – in – Services
- Business Strategy in a Developing Country
- The South African Market
- Entrepreneurship in South Africa
- Marketing in South Africa
- Starting a small business in South Africa
- Understanding Entrepreneurial Leadership in the context of Southern Africa
- Leadership lessons unique to Africa
- Practical exposure to upcoming and established business leadership ideas

These are the course outcomes for *Doing Business in Southern Africa*

- An acute knowledge of the development challenges facing Southern African countries
- Understand the growth of emerging Southern African markets and identify future growth potential
- Ability to discuss and debate current and future policy issues in a development country context
- Awareness of the additional social, environmental and ethical considerations for African businesses
- Prepare written case studies of a Southern African business
- Deliver oral presentations and elevator pitches to a diverse audience

Presentation

The balance between theory and practice will be maintained throughout the programme. Registered students can expect the following:

- Lectures conducted by Stellenbosch faculty, and other South African experts;
- Visits to prominent businesses in the Western Cape;
- Various Guest Speakers from the business world;
- Interactive classes – driven by discussion and student presentations.

Course Programme & Dates

A well-organized social programme supports the academic programme of the summer school.

Week 1
Monday 24 June - Thursday 27 June: Course 1: Introduction to South Africa's Political History Presented by Dr. Karen Smith Class Room: Van der Ster, Room 2118



Week 2: (09:00 – 10:30 / 11:00, 11:00 / 11:30 – 13:00 & 14:00 – 16:30) Class Room: Van der Ster, Room 1017				
Mon 1 July 09:00-12:30 Our roots in Africa Johan Fourie, lecturer in Economics 14:00-16:30 An African and South African future Johan Fourie	Tues 2 July South Africa and inequality in a global context: Discussion Session Bokang Mpeta, lecturer in Economics The South African labour market Nwabisa Makaluza, lecturer in Economics	Wed 3 July South Africa's macro-economic outlook (I) Hylton Hollander, lecturer in Economics South Africa's macro-economic outlook (II) Hylton Hollander	Thurs 4 July Women in South Africa's economy Nwabisa Makaluza Education in Africa Debra Shepherd, lecturer in Economics	Fri 5 July Test: 09:00-10:30
Week 3: (09:00 – 10:30 / 11:00, 11:00 / 11:30 – 13:00 & 14:00 – 16:30) Class Room: Van der Ster, Room 1046				
Monday 8 July: Leadership lessons from Southern Africa Tour of the Launch Lab Interviews with Businesses in the Launch Lab Heidi October & Spurgeon Wilson	Tuesday 9 July: Entrepreneurship in South Africa Lecturer: Anika Berning Strategic Management in South Africa Lecturer: Anika Berning Week 3 Assignment: Business Model Canvas	Wednesday 10 July: Corporate Social Responsibility in South Africa Lecturer: Anika Berning Site visit: Capitec 14:00 – 16:00 (Depart 13:00)	Thursday 11 July: Visit Companies and Incubators in Cape Town Heidi October & Spurgeon Wilson	Friday 12 July: Entrepreneurial lessons from Southern African Leaders Assessment Heidi October & Spurgeon Wilson
Week 4: (09:00 – 10:30 / 11:00, 11:00 / 11:30 – 13:00 & 14:00 – 16:30) Class Room: Van der Ster, Room 1046				
Monday 15 July: Marketing and Consumer Markets in South Africa Lecturer: Dr Chris Pentz Site Visit SAB (Depart 12:00)	Tuesday 16 July: General Presentations Dragon's Den 09:00 – 12:00 Closing of course - Afternoon	Wednesday 17 July: Free Day Closing Dinner	Thursday 18 July: Free Day	Friday 19 July: Departure



Evaluation

The final mark of a student is composed of the following components:

- Class Participation (5%)
- Test for Week 2 (15%)
- Written Assignment for Week 2 (15%)
- Class Assignment for Week 3 (10%)
- Individual Leadership Presentations in Week 4 (15%)
- Final Presentation: Dragon's Den (40%)

Admission Requirements

These are the admission requirements for *Doing Business in Southern Africa*:

- 2.8 GPA

Application forms are available on the summer school website.

More Information

Contact Werner de Wit: wdw@sun.ac.za