

NEWS

OPEN DAY 2010!

Open Day 2010 took place over the 7th and 8th of May. A total of 7 000 scholars and their parents attended Open Day over the two days. Our faculty took up an entire row of stalls and was definitely one of the most popular.

There was a constant stream of interested scholars and parents, and our staff were excellent in selling our “product”. Many staff members volunteered to help ‘man’ their respective stores and Open Day would not have been a success without you! Thank you to everyone who helped.

The stalls were decorated well and really stuck to the theme of “Pick your Career”. Although none of the stalls from our faculty were selected for the best stall, both the School of Accounting and the Business School were recognised for their great efforts in decorating their respective stalls. The Business School’s stall was the talk of the Expo, they really created a buzz around their programmes and reached their target market perfectly.

Congratulations to everyone, maybe next year we will have a winner in our midst!

OPEN DAY GALLERY



▷ BUSINESS SCHOOL

AUTOMOTIVE GIANT VW SELECTS BUSINESS SCHOOL MBA STUDENTS

WOLFSBERG, GERMANY -- Twelve Business School second and third year MBA students have been selected to participate in an international scenario planning to identify automotive trends that will affect one of the world's largest automotive groups, present in 153 global markets, over the next year.

Students from the NMMU Business School's George, East London, PE and Johannesburg campuses and delivery sites are presently in Germany's modern technology and science industrial city Wolfsburg, Lower Saxony where the international head office of Volkswagen (VW), Europe's largest automobile manufacturer, is situated.

The South African students, along with ten MBA students from Germany's Wolfsburg-based Ostfalia University, embarked on a four day trend scenario and innovation management planning session for VW, which concluded on Thursday, 20 May 2010.

"The students investigated how consumer behaviour, technology and opportunities in global markets will impact the sales, after sales and marketing of VW Group's brands that include Volkswagen, Audi and SEAT. The project, and also the Business School's first MBA study tour, is the pilot for an International Management Programme between South Africa's NMMU and Germany's Ostfalia University Škoda, Volkswagen Commercial Vehicles, Bentley, Bugatti, Lamborghini and Scania," says Professor Piet Naudé, director of the NMMU Business School.

"We were delighted that MBA students from NMMU Business School were selected by automotive manufacturing giant VW, that has a 11,3 per cent share of the world passenger car market. The findings from the South African and German universities will be used in high-level international decision-making."

Selected by automotive manufacturing giant VW, that has a 11,3 per cent share of the world passenger car market



Global automotive giant VW invited NMMU Business School MBA students to participate in international trend and scenario planning at their global headquarters in Wolfsburg, Germany. Students will present findings on how consumer behaviour, technology and opportunities in global markets will impact on the sales, after sales and marketing of VW brands like Audi, Seat and Lamborghini in global markets over the next year

News Flash!



Professor Hendrik Lloyd

Professor Hendrik Lloyd appeared on the news when he gave commentary on the vehicle sales recently released. He appeared on SABC 1, SABC 2, three times on SABC 3 as well as on SAFM. Congratulations Prof Lloyd, you represented our Institution so well!!!

▷ BUSINESS SCHOOL

THE POWER OF SOCIAL NETWORKING

The NMMU Business School, one of only four business schools in South Africa accredited to offer the Doctoral Degree in Business Administration (DBA), has launched an on-line self study module with an integrated social networking component that will assist students with their doctoral research, and several processes involved with proposals.

The e-learning module provides various teaching and learning possibilities, and allows 43 local and international DBA students to access information and resources online. To ensure they deliver the best possible and successful research outputs, The NMMU Business School tapped into social media networking infrastructures too.

"The platform provides blogging, wiki and messaging options, which are used by students to ask questions, start discussions and query feedback; it will be used by lecturers to moderate questions and discussions," says Professor

Piet Naudé, Director of the NMMU Business School.

"It will allow students to work individually, without losing out on active participation and group input by peers and lecturing staff. It also provides lecturers an opportunity to keep in touch and to guide learning. The development of the DBA e-learning module was completed at the end of January 2010, and was launched and introduced to students in February helping them prepare them for DBA workshop that take place in May, August and November.

"Only NMMU Business School students are able to utilise the DBA e-learning module, but the potential to expand the use will be explored in the near future. "Although the concept of a supportive research tool is not new, the DBA e-learning module with an integrated social media networking component is unique. The DBA is at the same level and rigor as a PhD, its focus is on management and administration and therefore students need certain perspectives and views on research processes which are specifically part of the DBA," Naudé concluded.

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Sudanese update

In March, sixteen government officials of South Sudan arrived in Port Elizabeth. The South Sudan Executive Leadership Programme (SSELP) that was designed and presented by the NMMU Business School Leadership Academy (LA), a division dedicated to specialist holistic leadership training and development. The government officials have recently completed their leadership training.

"The aim of SSELP is to prepare South Sudanese government officials for future leadership positions, and for the last two months these officials have been trained in leadership, security, international law, international relations and research for policy development," said Leon Mouton, director of NMMU Business School's LA.

"The future of South Sudan, whether as part of a united Sudan or an independent country, depends on having competent leadership at all levels, capable of contributing to post-war development, reconstruction, security, formulating and managing long-term strategic policies. Our programme will play an important role in developing competent leadership within the structures of the Government of South Sudan."

A NMMU Business School delegation will depart on 22 May 2010 to the United Kingdom to meet with the sponsor, Africa Educational Trust (AET), to discuss SSELP's roll-out over the next few years.



NMMU Business School DBA students are utilizing social media and digital resources developed to support them in their research. The DBA e-learning module was unveiled in February this year.

"Only NMMU Business School students are able to utilise the DBA e-learning module, but the potential to expand the use will be explored in the near future"

STAFF NEWS

EMPEROR'S OF PhD



From Left: Ms Rootman, Ms Ngxukumeshe and Ms Du Preez

Several PhD candidates from the NMMU attended this year's South African PhD Project Conference held at Emperor's Palace from 5 – 7 May. Ms Chantal Rootman, lecturer in the Department of Business Management, Ms Thandi Ngxukumeshe from the Department of Management and Entrepreneurship and Debbie Du Preez from Economics) were three of only 350 PhD candidates that were selected from the 1 600 applications received in 2010. The National Research Foundation (NRF) organise this annual programme for South African PhD candidates and invite key note speakers to address the candidates on relevant PhD topics, including: starting and getting through a PhD, supervision, research outputs, funding opportunities and career management.

On attending the conference, Rootman said "The conference was really a wonderful experience. One could network with over 300 other PhD candidates in a similar situation than your own, and you could speak to fellow academics and researchers in related fields about possible future research collaboration. The key note speakers were informative and inspiring. After the conference I am even more motivated and ready to complete my PhD study."

Rootman's study is about the relationship marketing and customer retention of international retail banks and she focuses on the retail banks in South Africa, Canada and the United Kingdom. Rootman aims to improve banks' client relationships and increase their retention rates - she is currently running a survey for banking clients. To participate in the study as a banking client go to <http://www.nmmu.ac.za/websurvey/q.asp?sid=239&k=wtrpjgvd0>. Anybody interested in the study can contact Chantal Rootman on tel. 041 504 4063.

Debbie Du Preez's comments on the conference were very positive as well. She added that 'It was quite exciting to be addressed by Minister Blade Nzimande, the Minister for Higher Education. He was attending another conference at the time, and stepped in to give the PhD candidates a bit of encouragement for their daunting task ahead.'

Du Preez's study relates to non-market valuation. It looks at management issues when it comes to valuing estuaries in the Eastern Cape. Her work is part of a Water Research Commission project aimed at providing the local authorities with estuary management options.

BRIEFS

HRM EXCELLENCE

The Human Resources Department held their annual HRM Excellence tea, where the top students and staff are applauded for their hard work. Professor Berry and Dr Poisat attended and the Department also launched their own Newsletter. Congratulations to everyone, keep up the amazing work!



GRADUATION

Graduation took place in April, and apart from all our students who became Graduates, many of our staff gained another qualification to add behind their name.

We are so proud of our students and staff who persevered and worked hard to achieve their goals. Among the staff graduates were:

- Joe Zeelie DBA
- Michelle Paddey BA Hons I/O Psychology (*Cum Laude*)
- Riyaadh Lillah BCOM Hons Business Management
- Nicola Taylor BCOM Hons Labour Relations & HR Management
- Joey Staphorst Honours Degree Group Dynamics
- Danielle McEvoy Honours Degree Group Dynamics

From left: Kevin Hustler (PERCCI CEO), Marc Cattaneo (graduate), Zandile Komanisi (PERCCI SME Coordinator), Arno Seyfert (graduate) and in front Prof Norman Kemp (NMMU)



COLLABORATION TO IMPROVE SMALL BUSINESSES

"The Department of Management and Entrepreneurship was approached by PERCCI to develop and present a Capacity Building Programme for Small Businesses. Rio Tinto Alcan sponsored the programme. The purpose of the programme was to equip SMEs with vital business management skills which included modules in People Management, Finance and Accounting, Contracts and Tendering, Business Planning and Management, Legal Issues, Quality Management Systems plus Marketing and Sales. Approximately 45 candidates attended the course.

STAFF NEWS

New addition to the Family

Yet again our Faculty has broken boundaries and given us another reason to be proud. Dr Margaret Cullen and Professor Elmarie Venter have set up a new unit within the Business school. The NMMU Family Business unit will be hugely beneficial not only to the Eastern Cape but around the world. 'Family businesses face complex challenges. We believe we can create a platform to share knowledge and best practices to assist Family businesses,' said Prof Venter in a recent article that featured in the PERCCI Business guide.

This new unit offers:

- Business events and conferences;
- Research on family businesses;
- Consultants, service providers, specialist reports and publications, and
- Training



"We are also offering a Family Business Management elective at postgraduate or MBA level focusing on both the theory and practice of managing family businesses," said Dr Cullen.

For information on the Family Business unit contact Dr Cullen:

Margaret.cullen@nmmu.ac.za

041 504 3772 / 041 504 4000

"We believe we can create a platform to share knowledge and best practices to assist Family businesses"

BEST STUDENT 2009

The FPI announced on the 26th of May, that one of our students has been placed joint first in the **Best Student in the PG Diploma Financial Planning 2009** category.

'This is quite an accolade for our "maiden voyage" for the PG Dip FP - considering some of the other education providers have over five to ten years experience in running their PG Diploma's.' Said Ms Jackie Palframan.

Greg Bradfield achieved an overall mark of 83% for his PG Diploma Financial Planning with NMMU. Greg has tied first place with a student from UJ who did Hons in Financial Planning.

Greg studied his BCom Financial Planning with NMMU in our first intake, where he received his BCom Financial Planning degree Cum Laude. He was also part of our first intake for the Post – Graduate Diploma. Congratulations to the entire team, but most of all to Greg, we are very proud!



AGSA MEET WITH STUDENTS

The AGSA visited their 5 bursary holders as well as some of their lectures on the 31st of May. The AGSA team met with the students to get to know them as well as to inform them of the finer points of what AGSA does. Both meetings went down well and the students enjoyed meeting with the company that is funding their studies. Four of the students are studying Bcom General and one is studying Bcom General Accounting.



▷ CONGRATULATIONS

ACCOUNTING PRIZEGIVING

The School of Accounting held their annual Prize giving for their first years to honours students. The Prize giving was attended by students, family, the staff of Accounting as well as the Sponsors. The top three students for each module, in each year were awarded prizes. A total of 64 awards were given out, the top students in 2009 for the various streams were as follows: Final year BCom Accounting: Candace Burger Final Year Bcom (*Rat*) : Matthew Moore BCom Honours Accounting: Andrea Halbert The Prize Giving would not have been possible without the Sponsors and Donors, some of which included; Investec, Nedbank, First National Bank and PriceWaterhouseCoopers to mention only a few. The event was organised by Ms Farren de Kock and Prof. Gerrit Radder. Congratulations to all the winners, and their families.



▷ THUTHUKA PROGRAMME

THUTHUKA GRADUATION



THUTHUKA GRADUATES

Thuthuka Graduation took place on the 19 of April 2010. After the formal graduation Ceremony in the Indoor Sport Centre, the students headed down to Madibaz Café, where an event was held especially for the Thuthuka Graduates.

The Graduates and their families arrived at Madibaz, and headed to an upstairs room where individual and family photographs were taken. From there they went downstairs for complementary welcome drinks. Ms Elize Naude, the programme coordinator, addressed the group of graduates and commended them on graduating and for making their families proud.

The intended purpose of the event was to congratulate the efforts of the Thuthuka graduates and to show them that their hard work and dedication does not go unnoticed. After the speeches, dinner was served and mingling began, all who attended thoroughly enjoyed the event and the graduates were certainly grateful, and of course ecstatic to have graduated from the prestigious programme.

Good luck to all the graduates, whether you continue with your studies, or venture into the real world, we wish you only the best and keep up the hard work!

MS PE VISITS SUMCAY CAMP

In the midst of soccer fever, Specsavers Herald Miss PE visited a group of 300 top matriculants at Sumcay camp site near Swartkops to teach them the Diski dance.

These top matriculants were specially selected from all over the Eastern Cape for a week of Maths and Science training during the school holidays. This camp is an initiative by the South African Institute of Chartered Accountants (SAICA) to market the opportunities of studying Accounting with full bursary support. It forms part of the SAICA transformation initiative to increase the number of black CA's in the profession.

The School of Accounting is the only Eastern Cape University accredited to present the Thuthuka programme. "We admire the students' dedication to study during the vacation time, and thought a bit of fun would lift their spirits", says Elize Naude, programme coordinator.

(Taken from La Femme)



Bianca Harper and Thuthuka Students

STUDENT PROFILE

SUCCESS IN THE FACE OF ADVERSITY



LEE-TESLIN BOOYSEN, 3RD YEAR MANAGEMENT STUDENT

"Through what we do, we affect others". These are the words of Lee-Tesline Booyesen, a third year Management Student. Booyesen is the recipient of the McWilliams bursary valued at R12 000, due to his outstanding Academic performance last year. His final 2009 results yielded five out of five distinctions. Lee attended Otto du Plessis High School, where he not only Matriculated with Merit, but was also the Top Student in the School for two consecutive years.

Booyesen's upbringing was not a privileged one, his family was unstable and there were many things his family had to do without. However, instead of letting his situation dictate the rest of his life, he decided that he wanted better, he wanted more. Lee made the decision to learn from his parents mistakes and to do everything in his power to build a better life for himself and his family. Lee said that his parents motivated him to be the person he is today, "everything I am, and everything I have achieved is because of my mother – she is the Pillar of the house."

Lee-Tesline initially applied to study Bcom Accounting, but as a result of a communication error, he was lead to believe that he did not qualify to be admitted into the programme. He therefore applied for his second choice, Management. After he received his acceptance letter into the Management course, he found out that he had in fact qualified to study Bcom Accounting, but decided to stay with Management. Booyesen said that he has no regrets about not studying Accounting, "it was fate that I was brought to study Management".

At the end of his first year, Booyesen was not satisfied with his results, although he was still achieving in the 60 – 70% range, he knew he could do better. In the beginning of his second year, Lee made the decision to apply himself wholly to his studies. He realised that "greatness comes from within" and poured his heart and soul into achieving those five distinctions.

Lee says that Mr Paul Tai – Hing is also a major contributing factor to his success. "Mr Tai – Hing is always available when you need him, he concerns himself with all his students, he pushes you and he's just an all around nice guy". Mr Tai – Hing encouraged Booyesen to become a tutor so that he may have the opportunity to share his knowledge. Lee is currently tutoring Production Management to second year students. Booyesen says that he has a passion for tutoring as it allows him to help & improve the minds of others. Through his knowledge he has the opportunity to give back to the community. "I believe that my achievements are a testament to others that nothing is impossible". Lee – Tesline said that he considered Lecturing after completing his BTech next year, but he realised that "the world is bigger than Second Avenue; in a corporate organisation I will have the opportunity to influence a great many people".

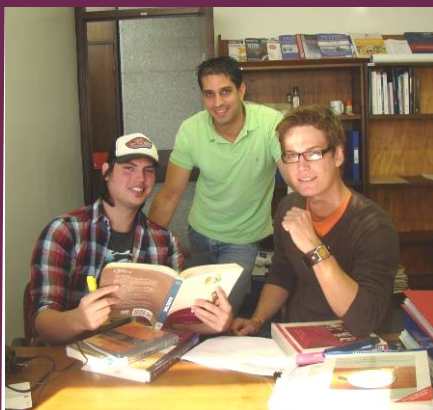
"As an encouragement to other students, know that whatever you put your mind to you can achieve it and through respecting yourself as well as others, you can make a difference"



MR PAUL TAI-HING, LEE-TESLIN'S MENTOR

RESEARCH

HONOURS STUDENTS MAKE SAIMS



From left: Garth Manthe, Dr Oren Dayan, Andrew Marriot

Andrew Marriot and Garth Manthe, currently studying towards their Honours in Bcom Marketing Management, are busy compiling a thesis entitled "Environmental Factors Impacting total Brand Image in the Banking industry". This paper has been accepted into the SAIMS (Southern African Institute for Management Sciences) Conference, which will take place from the 12th to the 15th September 2010 at the Empekweni Beach Resort.

Dr Oren Dayan, the students Supervisor, says that it is very rare for Honour Students' research to be in such high quality and the SAIMS conference is an excellent opportunity for the students to present their research and get feedback from other academics in South Africa. "It's very impressive, and it's going to take a lot of hard work to get it right. I trust the students are capable of doing that, as they are hard workers and have excellent research skills." Said Dayan.

Send your success stories to Keryn.lloyd2@nmmu.ac.za