



From the Dean

Dear colleagues

It is hard to believe that we are fast approaching the end of 2010! And looking back over the year we truly have lots to be proud of and thankful for.



On the staffing front we have been successful in filling a number of key posts, some being vacant posts while we have also created a number of new posts. A big welcome to all our new colleagues who joined us during the course of the year. We are looking forward to a long and exciting association with you. We have also been able to promote three colleagues through the Ad Personam promotions process. Congratulations to Mario du Preez, Gert Louw and Steven Msomi for well deserved recognition. We also appointed two new HoDs to fill vacancies created by the relocation of Dr Paul Poisat to the Business School and Dr John Burger who retires at the end of the year. We are indeed fortunate to be able to welcome Prof Madéle Tait and Dr Michelle Mey as the two new HoDs and we wish them all the best in their new capacities.

On the research front we have been making excellent progress. There has been a marked increase in research outputs on all fronts. More and more colleagues are publishing in journals, writing books or chapters in books and are presenting papers at conferences (as we can see from the congratulatory list tabled at our Board of Faculty meetings). We are also making good progress in growing our pool of Masters and Doctoral students. All of this translated into growing our research outputs measured in DoHET Output Units from 53 units in 2008 to 75 units in 2009 and to 97 units in 2010. Well done to everyone for making this achievement possible!

Teaching and learning remains the major focus for our faculty. Our Faculty Teaching and Learning Committee has done sterling work during this year in support of this focus. We have been able to develop a Teaching and Learning Improvement Plan for the Faculty and our challenge is now to convert our intentions into action. We have also developed two policy and process frameworks to assist us in this regard, namely for the Re-admission of students and for the Reviewing of student progress. Well done to all our colleagues who worked tirelessly on these initiatives.

CONGRATULATIONS

Chantal Rootman of the Department of Business Management, Madéle Tait of the Department of Marketing and Gary Sharp from the Department of Mathematical Statistics, attended the annual International Research Symposium on Service Management from 24 – 27 August 2010 in Mauritius. The conference was hosted by the University of Mauritius and concentrated on research in Service Management. The conference attracted delegates from 25 countries with 75 papers presented. The editor of the Journal of Service Management, Professor Jay Kamdampully, was the conference chair.



Ms Chantal Rootman

Congratulations to Ms Rootman, who received a Young Service Researcher Award, With her paper entitled "Customer Retention in British and Canadian retail banks: Lessons for South Africa". The paper was based on the pilot study of her PhD research, Prof Tait is Chantal's promoter and Dr Sharp did the statistical analysis for the paper.

Congratulations Chantal!

Dr Oren Dayan was approached by Phillip Liebenberg, an academic publisher from JUTA, to contribute to a Textbook entitled; *Marketing Management – A South African Perspective*. The textbook will available in 2011.

Dr Dayan's chapter is called Branding Decisions in a book aimed for UNISA students. The book gives a wide overview of different branding strategies and is backed up by current examples from the South African business environment.

In our previous newsletter I remarked on the significant decrease in our 1st year intake for 2010. The latest applications statistics for 2011 paint a more positive picture. While the number of applications reveals little about the quality thereof, it is heartening to see that undergraduate applications are up by 60% while postgraduate applications are up by 33% (same-day comparisons as at 1 November).

Thank you for your commitment towards making our faculty special and for all your contributions during 2010. May you have a wonderful and well deserved December vacation.

This is also the last Newsletter from Kerryn. Thank you, Kerryn, for all your hard work and initiative. We shall miss you and we wish you well for the future.

"I have a lot of experience in the field of product launching, branding and differentiation strategies from the days when I was Vice President of marketing in the private sector", Says Dayan.



Dr Oren Dayan

Dr Dayan said that he was surprised that the publisher approached him directly, as this is his first year as an academic. "I enjoyed the challenge of writing my first chapter and I am very happy with the outcome."

Congratulations Dr Dayan, keep up the great work!

▷ BUSINESS SCHOOL

NMMU Business School Announces Expansion Plans

Business School this week announced at the *14th Annual Public Service Trainers' Forum Conference* that it will offer its short learning programmes in East London and the Border Region. The Business School further announced that a campus and delivery point will be launched and opened in February 2011 to serve the management, leadership and skills development training and education needs of East London and the Border region's local business, government and industry.

A training facility is currently under construction at a new East London office park, and will function as NMMU Business School delivery point from next year. The delivery point will be also be used for the NMMU Business School's MBA programme, which is currently offered in East London on block-release format.

The NMMU Business School also announced the appointment of Shalene



Shalene Sogoni East London's marketing and corporate relations executive



Sogoni in East London as marketing and corporate relations executive for client relations, new business development and student recruitment for East London and the Border Region. Sogoni joins NMMU from the private sector and worked for professional services global giant PriceWaterhouseCoopers (PWC) in East London before joining the Business School.

"NMMU Business School has already been active in East London for several years through our custom learning and in-house training function. Offering our short learning programmes comes as the next evolutionary step," commented Leon Mouton, director of the NMMU Business School's Leadership Academy, the division that spearheads custom learning & in-house training and executive education.

MARKETING MATERIAL RECIEVES A REVAMP

The Business School recently completed a total revamp of their marketing material. Mr JP Roodt initiated the process, and after many months of photo shoots, editing and collaboration with their Agency, the results are well worth the wait.

The Website has received a new look and feel, appealing more to their target audience. The Brochures used to market their programmes have also received a face lift. The new look of the Business school tells a story of class, elegance and sophistication.

Many long hours were spent to ensure the best possible outcome, and the proof is in the pudding. Congratulations to JP and his team, the Business School remains an institution of high standard, and we look forward to 2011, when I am certain more new and exciting prospects await the Business School.



Creating Forward-Thinking
Leaders to Shape The Future

The Nelson Mandela Metropolitan University Business School is for individuals and organizations that realise that the success and sustainability of tomorrow starts with developing leaders today. Unlock career progression and personal development with our executive education and formal graduate programmes or create an empowered and enhanced labour force with our customised learning solutions for private and public sectors.

Nelson Mandela Business School has recently been hailed by the New York Times and Washington Post for its role in leadership education and training on the African continent.



▷ BUSINESS SCHOOL

New programmes to assist SMME's

BRIEFS



Award winners of Leadership academy Diploma ceremony

LEADERSHIP ACADEMY EXCELLS

The NMMU Business School Leadership Academy celebrated another successful year in training and development when close to a hundred mature learners received qualifications for various leadership and management programmes conducted during 2009.

A certificate and diploma ceremony was held at the NMMU South Campus on Wednesday afternoon, 2 June 2010. This prestigious event is held annually in recognition of the many working individuals who have managed to excel in their studies while being in full-time employment.

Qualifications were awarded for numerous in-house corporate programmes, skills programmes as well as leadership and management programmes.

The latest Global Entrepreneurship Monitor (GEM) revealed disturbing results concerning South African entrepreneurs. Existing entrepreneurs are struggling to survive in SA, and there was a 40% decline in the number of start-ups year-on-year. In addition, the frightening job losses during the peak of the economic recession in the first two quarters of 2009 (Statistics SA reported 475 000 job losses in the 2009 Q1 and Q2) will force many South Africans to explore entrepreneurship ventures and personal job creation.

The Business School announced the launch of four new short learning programmes to train and develop entrepreneurs and business start-ups within the SMME environment with the aim to increase the success and sustainability rates of SMME's.

The programmes started to run from August and include management of finances for a new venture, personal effectiveness in the business environment, producing winning business plans and tendering to secure new business.

A further five programmes relating to costing and marketing, innovative thinking, new venture market mechanisms, understanding the entrepreneurial profile and new venture viability are currently in development stages and will be launched later this year.

SMME business services such as new venture feasibility and viability studies, business plan development, assistance with access to funding, support with annual returns, business registrations, mentoring and aftercare are currently offered by the Business School now will be further supported by the 2 or 3 day short learning programmes and will allow for a more holistic service to the SMME sector.

"Small businesses are important for job creation and employment which drives economic growth. Research results only confirm the need and importance of high-quality training and development in the SMME sector to help ensure that our SMME's become sustainable and will lower the risk of failure," said Mr Leon Mouton, Director of the NMMU Business School's Leadership Academy that spearheads the initiative.

A SMALL Business Publication alert published in August 2009 estimates that 73 percent of all employed people in South Africa work in firms with less than 50 employees and a further 45 percent has less than 10 employees. From this it is clear that education and support offered to the SMME sector is a priority for socio-economic growth and development in the country.

Pamela Mahuwa of the NMMU Business School said that majority of SMME's fail because of a lack in entrepreneurial skills, access to funding and mentorship.

"Not all business people are marketers but SMME's need to be able to identify their market, understand their needs and adjust to an ever changing environment. Our new short learning programmes have been developed to meet these needs and form the essential foundations in business development for upcoming entrepreneurs and established small and medium sized business owners".



From left: Ms Doreen Van Rensburg SME Financing Division Sales Manager; NEDBANK, Prof Piet Naude, Ms Lizle Schultz Special Projects Coordinator Business Services Unit

help ensure that our SMME's become sustainable

STAFF NEWS

Visiting PhD Student



From left: Prof Mazibuko, Ms Duh, Prof Struwig

Ms Helen Duh, a Marketing Lecturer at UWC, has enrolled at NMMU to complete a PhD. Ms Duh completed her Honours and Masters at WITS University, and is currently in Port Elizabeth for a month in order to complete her literature review and to write-up and design her research questionnaire. Professor M

Struwig, DoS of the School of Management Sciences, is Helen's promoter and Prof E Mazibuko is her Co-Promoter.

When Ms Duh decided she wanted to complete her PhD, she realised that UWC did not have the suitable personnel for a promoter. Helen did some research on the internet, and came across Prof Struwig's profile on the Schools Website. Helen thought that professor Struwig would give her the motivation and aspiration that she needed to complete her PhD.

Helen's Topic is *Money attitudes and materialism among generation Y South Africans: A life course study*. The main objective of this research is to examine the effect Generation Y's childhood family experiences would have on their later-life money attitudes and materialism especially as one in four Generation Y children is raised in single-parent/income homes.

The results of this research will be very important for businesses to not only get a picture of Generation Y (born between 1977 and 1994) money attitudes and materialistic tendencies, but will understand how these attitudes and values are propelled from past childhood family experiences. Prof Struwig had this to say, "We expect that this study will yield a number of publications and conferences. We are collaborating with international leaders in this field."

'Moving to SA alone was extremely challenging, I had to concurrently study and do part-time jobs in order to be able to pay for my studies. However, I graduated with a MCom in Marketing, got a lecturing job and am thoroughly enjoying South Africa, despite the cultural differences.'" Helen has been in South Africa for ten

will yield a number of publications and conferences

Dr Dayan publishes first book

Dr Oren Dayan recently published his first book, *entitled Strategies to Improve Business Success - Global Research of Selected Industries*. The book is being published by Lambert Academic Publishing in Germany.

The book explores how business success could be improved in three global industries, namely the motorcar, high-technology and food manufacturing industries. These industries are vital to growing the economies of countries.

The study asserts that the high-performance model (Kotler 2003) can be applied to improve the business success by increased sales growth and CRM effectiveness of these industries. It also explores the influence of process variables, resources and organisational variables on business success of the firms that constitute these industries.

Dayan said, 'the study made a significant contribution towards identifying a theoretical model to improve the business success of the motorcar, high-technology and food manufacturing industries'



The book will be available in the USA, Germany, Denmark, India, Taiwan and Australia. It will also be available online at www.amazon.com, www.barnesandnoble.com, and www.unibook.com, which will make it available worldwide. Congratulations Dr Dayan!

years and has permanent residency here. Duh has been Lecturing at UWC full-time for six years, and four years part-time before that. Duh says that her accent can be a challenge as students sometimes struggle to understand. She also says that the student/lecturer relationship in SA is vastly different to that in Cameroon. "In Cameroon, I would never be able to call my Promoter by her first name, but in South Africa that seems to be the norm. In Cameroon we are extremely respectful of authority. It took a while for me to adjust to the social aspect of lecturing in this country."

Helen also says that she loves her supervisors and they keep her motivated to achieve the best she can.

Good luck to Helen, Prof Struwig and Prof Mazibuko, we look forward to your future endeavours.

Another Chapter in Prof Struwig's book



Professor Struwig has written a chapter in the book *Management in the new economy. Classic and modernity*. The chapter is entitled Part 1: The personal financial attitudes of SMME business owners in South Africa.

Professor Struwig

Congratulations Professor Struwig, you continue to serve our faculty well!

▷ STAFF NEWS

SCHOOL OF ACCOUNTING END OF YEAR FUNCTION

On the 12 of November, the School of Accounting held their annual end of year function. The function was held in the president's suite at St Georges Park Cricket Grounds.

This year the staff decided they wanted a themed function. Ms Farren de Kock, the event organiser decided on the theme: ***“Accountants are always required to dress and be smart – so tonight, you are required to dress down and be funky!”***

The Theme was well received, and a number of staff went the extra mile and dressed accordingly. Mr and Mrs Radder won best dressed couple (*see below*)

Prof Prinsloo bid farewell to Ms Estelle Du Preez, Mr Richard Beck, Ms Leoni Jooste and Ms Farren De Kock, who will all be leaving at the end of this year.

The evening was a huge success, and everyone who attended had a great time, with plenty of food and dancing!

BRIEFS

The School of Accounting has undertaken a vast number of new marketing initiatives in order to attract more students to apply for their programmes. These fresh marketing strategies were initiated by Prof Prinsloo, who worked together with Ms Farren de Kock and Mr JP Roodt.

The first step in this new venture was to send out a survey to current matric's. This survey consisted of 20 questions ranging from the use of social media, to favourite brands and their views on different tertiary institutions. From this market research, the School could better understand their target audience, as well as determine which advertising channels would be the most effective.

The newest initiative is a channel on YouTube, a video sharing website on which users can upload and share videos. The Channel will feature testimonials from Accounting students as well staff members of the School, the aim is to allow another media channel for prospective students to gain information.

Congratulations School of accounting for taking on a fresh new stance on Student recruitment, hopefully it will yield very positive results.

PHOTO GALLERY



BEST DRESSED COUPLE



LAST FOLKS STANDING!

STUDENT NEWS

AIESEC STUDENT APPRENTICE CHALLENGE



SAC FINALISTS 2010

On the 28th of September, five NMMU students were hosted at the Radisson Blu Hotel for the finals of the AIESEC Student Apprentice Challenge.

At the end of the night, the top three were announced, all of which were from the Faculty of Business and Economic Sciences. Third runner up was Lwazi Mtshemla a Bcom student; second runner up was Mnxumanisi Mahamba a 2nd year marketing student; and the winner of the challenge was Furqan Ahmed, a final year National diploma Marketing Student. Furqan Ahmed first heard about the challenge two days before the deadline for applications. A past contender gave a presentation in their Marketing Lecture, and advised Ahmed to enter. Furqan was team Leader of his Group, and led them to three out of five victories. When the finals arrived, it was no longer a team competition, individuals were chosen based on the points they had earned throughout the challenge. At the end of the night, Furqan took top honours. Winning himself an internship with Volkswagen South Africa, in a Department of his choice, as well as a cash prize. Ahmed intends on completing his BTech before completing his internship.

" I recommend this challenge to all students, I learnt so much about myself throughout the competition, and I believe this is an experience that all students should have before leaving University."

THE VICE-CHANCELLOR'S AWARDS FOR EXCELLENCE IN LEADERSHIP

The 2010 Achiever's Dinner recognises Sport, Societies, Student Housing, SRC and Arts and Culture. The aim of the awards is to recognise excellence in student activities.

The top award is the Vice-Chancellor's Award for Excellence in Leadership. This award is made to two students, one being male and the other female, who have distinguished themselves as outstanding leaders in co-curricular activities at the NMMU.

The Male winner for 2010 is Curtis Young, a BCom Accounting Student. Curtis was a House Committee Member in the Xanadu Residence during 2008 and an Executive Member in 2009. His second term election clearly indicates that he was well respected amongst all his peers from a diverse community. Curtis led by example portraying characteristics of a good citizen. He was always fair and respectful when representing the students he served. Congratulations to Curtis, continue to make the Faculty Proud!

MARKETING STUDENTS COLLABORATE WITH EVEREADY

Two NMMU Honours Business Management students, Garth Manthe and Andrew Marriott, recently completed a fundamental market analysis report on the current small wind turbine sector in the United Kingdom and presented it to Kestrel.

Kestrel is a local Port Elizabeth based manufacturer of small wind turbines and forms part of 'Eveready Diversified Products (Pty) Ltd. It is not widely known that Eveready, the company more better known for its dry cell battery manufacturing, is one of South Africa's biggest manufacturers of small wind turbines (SWT) under the company name Kestrel.

Kestrel's sole purpose is the generation of clean reliable electricity from wind power. The company currently has 6 SWT models in their range, with output ratings from 400watts to 3kWatt.

Kestrel sells its product to the local South African market and additionally is a global exporter of its high quality product. Manthe and Marriott submitted a business research report which will be used in Kestrel's strategic planning process. They worked closely with Charles du Toit, HR manager, and Leon Gouws, marketing manager at Eveready Kestrel.

With the recent growth of the United Kingdom SWT market due to favourable government environment initiatives, Kestrel required a degree of market intelligence to be gathered about the current SWT competitive market so as to help successfully plan a marketing strategy for the UK market.

Both students attribute their success, to the valuable business research skills they learnt during their current Honours year. Eveready's HR manager Charles du Toit, and marketing manager, Leon Gouws, felt that the collaboration between the NMMU students and Kestrel was a huge success.

Congratulations to Garth and Andrew, we trust you will continue on your current path of great success!



LEON GOUWS, ANDREW MARRIOTT,
CHARLES DU TOIT
& GARTH MANTHE



STUDENT NEWS

TOGETHER WE CAN

Together We Can (TWC), an inspiring initiative of a Thuthuka Bcom accounting student. Olwethu Maqubela decided in December 2009 that an intervention needed to occur in the disadvantaged schools in and around Port Elizabeth. Olwethu discussed his plans with Sanele Matomela; also a Bcom Accounting student, together they formed an unofficial society called TWC.

TWC is a tutoring programme for grade 12 scholars in schools in the disadvantaged areas; namely Zwide and Kwazekle. In total TWC has 38 tutors, who teach around 320 scholars who are taught all subjects, except languages. The tutoring classes take place on a Saturday morning from 9:00 am to 13:00pm.

In January 2010 Olwethu and Sanele visited the schools and their principals to propose their idea, at this point TWC had no funds, and only two tutors. However, after speaking to the schools, the two rallied their classmates and so TWC began to take shape. Professor Prinsloo, Director of the school of Accounting, and Ms Melissa De Lange worked with Olwethu and Sanele and were able to sponsor the programme. Thuthuka programme co-ordinator, Ms Eliza Naude also assisted the committee in getting the project off the ground.

Olwethu said that the strike had an enormous effect on the tutoring programme, tutors were intimidated by striking teachers and scholars sometimes did not arrive for their lessons. Communication between the teachers and the tutors also posed a problem; teachers often did not relay messages to the scholars, resulting in poor turn out to the lessons. However the tutors did not give up, they continued to give back to the community despite having to give up their time for just a couple of scholars.

Olwethu just received word that TWC has now been registered as an official society, funded by SRC, in light of this he hopes that in the near future TWC can start tutoring scholars from as early as grade 10. As the Chairperson, Olwethu would like to say thank you to all the Tutors, and staff that assisted him in making his idea a reality. "Without the tutor's willingness, TWC would have remained an idea"

Olwethu believes that his purpose in life is changing the lives of disadvantaged scholars. "I was there; when I was in Matric, we didn't have a Physical Science teacher for seven months – we had to teach ourselves. I want to make a difference in the schools in the areas where I know, first hand, that they require help. I am studying to become a Chartered Accountant, but in essence I want to become a teacher; hopefully becoming a CA will open up the doors that I need in order to open an NGO that deals with tutoring disadvantaged scholars, so that we can change the future of our youth – Together We Can."



TWC COMMITTEE MEMBERS

SOCIAL RESPONSIBILITY

This year, the third year management students were divided into project groups and were tasked with choosing a community or charity that would benefit from the Groups project.

The aim of this initiative was to allow the students to have practical experience, and to show them the rewards of Corporate Social responsibility. Some of the students said that the project was so fulfilling that they would like to continue helping their chosen charity, even after the project was completed. The following charities and communities were chosen:

Isithembiso Home for Orphaned babies; Bayworld; (Ekuphumleni Home for the Aged; House of Resurrection; New Brighton SDA; Sinethemba Children's Care Centre; NMM People with Physical Challenges; Coega Door of Hope.

The main objective of this project was to teach the students various skills, including Social responsibility and ethics, teamwork, conflict resolution, project management and work ethics.

Congratulations to the Management department on this important initiative!



STUDENT NEWS

BEYOND THE CLASSROOM

Nosive Maxeke completed the Beyond The Classroom Leadership course this year. Below is an interview conducted with Nosive after the Awards Ceremony.

What is your field of study?

I am doing my 3rd year Management majoring in Financial Management and Management.

What do you consider some of your strengths to be?

I am a self driven and self motivated individual, I strive for excellence in whatever I do. I test my limits by trying to reach beyond what is expected. I am a team player and work well independently as well. I value integrity and being ethical in what ever I do, I have the ability to motivate, cultivate potential in others and bring out the best in them.

You received an award for completing the BEYOND THE CLASSROOM LEADERSHIP COURSE? What is the purpose of this course and why did you decide to attend the course?

I have received a Certificate for completing the BtC leadership course. The purpose of BtC is to explore and define different aspects of leadership, enhance skills in conflict resolution, communication, problem solving, decision making, while making it clear that leadership is not just a position. In this Programme we are trained to play an active role when working in a group. We are also encouraged to compile and continuously update a Portfolio to showcase our involvement in Varsity extra-curricular activities and our development.

I decided to attend this course because I wanted to enhance my leadership skills, time management skills, to improve my public speaking skills, and most importantly I wanted to stand out from the crowd, I want the employer to confidently select me among my competitors.

Please provide ONE important lesson you learnt on this course.

I have learnt to embrace diversity and TO GET OFF MY UMTARARA (meaning, get involved, take charge of your development). If in order to succeed, I must have a GO GETTER attitude.

What do you think are some of the challenges facing young people in the 21st century?

One major challenge that is facing young people today is unemployment and funding for Higher education especially for Post graduate courses.

Do you have any advice to share with young people on how to develop a professional image?

Honesty, Integrity, Ubuntu and good ethics go a long way, if one holds on to these values, the professional image will come out naturally.

Is there any one here on campus who inspires you? Why does he/she inspire you?

My Management lecturer Mr. Paul Tai-Hing is a great inspiration to me. I admire the way he treats students, he goes out of his way to help us with our career. He organizes workshops for us to be employable and to be best quality managers in the future (if I can put it that way). Recently he gave me priceless and practical advice on how to start my own business. He does not only wish us success for the future, but he gives us the key to open the first door to our success and he prepares us well for what is beyond that door. I really do appreciate what he does for Management students, I can confidently say that I am ready for the corporate world.



Nosive Maxeke

FROM THE EDITOR

At times our own light goes out and is rekindled by a spark from another person. Each of us has cause to think with deep gratitude of those who have lighted the flame within us.

-- Albert Schweitzer

I can hardly believe that 2010 is almost over! This year has been very inspiring, I have met many people that have enriched my life, and ignited my passion for Public Relations and Marketing. I have learnt so much this past year, and I would like to thank each and every person in the Faculty - you helped me complete my Journey with the Faculty.

I would like to thank Prof Dorfling for all his guidance and support throughout the year, and for allowing me this opportunity. Ronel, Farren, Oren, Carl, Lindie and Paul - thank you all so much. I never would have made it through the year without you. You all influenced me in different ways and I will carry what you have taught me for the rest of my career!

I trust you will all have a wonderful festive season, and that 2011 will bring even more success to the Faculty.

