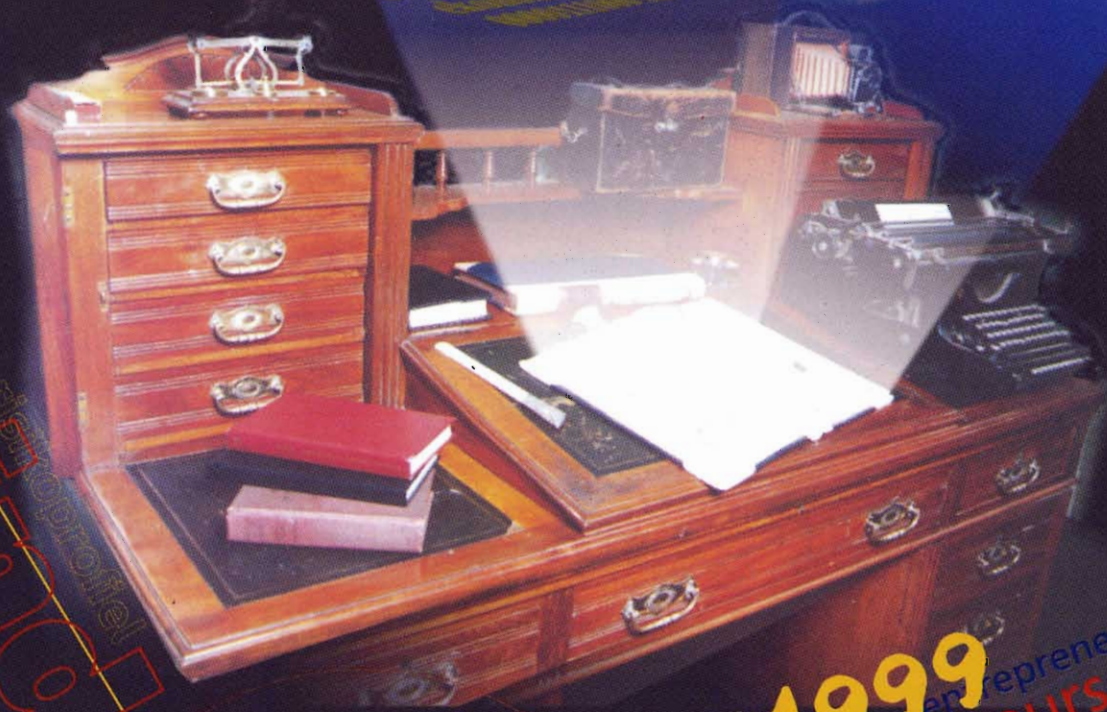


# COMMUNIKÉ

FAKULTEIT EKONOMIESE EN BESTUURSWETENSAPPE • FACULTY OF ECONOMIC AND MANAGEMENT SCIENCES

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Universiteit van Pretoria





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**Jaargang  
11 Julie 1999.**

*Communiqué* word saamgestel deur die Fakulteit Ekonomiese Bestuurswetenskappe, Universiteit van Pretoria.

Hierdie skakelblad word gratis aan oudstudee en ander teiken-groepe van die Fakulteit verskaf.

Met die nodige erkenning mag enige deel van die inhoud van *Communiqué* elders aangehaal word.

Menings wat in hierdie publikasie uitgespreek word, weerspieël nie noodwendig die sienswyse van die Fakulteit nie. Redaksionele bydraes word verwelkom en sal, met die voorbehoud van redaksionele veranderinge, vir plasing oorweeg word.

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# The end of a century: THE CURRENT STATE OF AFFAIRS

As we approach the end of the millennium, it would be appropriate to review the events of the past and to consider the demands of the first century of the new millennium. It is always easier to review the past than it is to predict the future.

Anticipating the training and teaching demands of the next century (even the next generation) should therefore be done with caution. Suffice it to say that they will differ from those of the past due to rapid technological changes and society's increasing demands for improved quality of life.

The Faculty of Economic and Management Sciences has taken cognisance of the demands of the future. Various new degree courses have been developed to cater for the needs of its clients. These include, *inter alia*, the introduction of a BCom (Entrepreneurship) degree at the beginning of 1999 to cater for the growing economic requirement to create job opportunities. This degree could provide a valuable opportunity for entrepreneurs to contribute to the economic upliftment of South Africa. Similarly, the newly introduced BCom (Investment Management) degree will provide experts to assist the increasing number of pensioners who have to rely on provident funds to cater for their future needs. The first students have also enrolled for the BCom (Aviation Management) degree, which will enable airline pilots, and even other interested candidates, to enter a second or alternative career.



Prof C Thornhill  
Dean

Student numbers have been increasing steadily for the past number of years. This clearly indicates not only a continued interest in the programmes offered by the Faculty, but also an increasing demand for the degrees offered. This trend can also be observed in the agreements entered into with Damelin School of Banking, for example. This collaboration allows banking officials who have obtained the Advanced Diploma in Banking, to enrol for the final year of BCom (Banking), BCom (Economics) or BCom (Marketing). The agreement with National Private Colleges has been renewed and a steady increase in student numbers is being experienced. The agreement with the University of the North for a joint MBA and an MPA degree is in its second year. This allows the University to co-operate with another university and increase the capacity of both tertiary institutions to deliver qualified managers to the private and the public sectors.

Our new format Communiqué is aimed at informing our clients of recent developments within the Faculty: new initiatives; new trends in teaching and training; new programmes; and efforts to link theory and practice in order to deliver graduates who can enter the labour market as efficient employees, able to meet the demands of the next century.



## Nuwe kommunikasievaardighede vir 'n nuwe millennium

Wysigings wat tans aan die kursusse van die Fakulteit aangebring word, veral in Kommunikasiebestuur, is onder andere die modularisering van die voorgraadse kursus, ooreenkomstig die vereistes van die *South African Qualifications Authority* (SAQA). Hierdie modularisering bied die Departement die geleentheid om sy kursusse te integreer met die strategiese oogpunte van moderne bemarkings- en kommunikasiebestuur. Nog 'n verandering is die fokus op die opheffing van studente se tegnologiese vaardigheidsvlakke, byvoorbeeld webbladsy-ontwerp, wat deel uitmaak van Internet Bemarking, asook die voortdurende gebruik van bemarkingsimulasiespel.

Vanaf die jaar 2000 word modularisering ook in die voorgraadse leerplanne van Kommunikasiebestuur ingebring. Die nagraadse kursusinhoude sal ook verder verfyn word. Die oorkoepelende leerplanne sluit onderwerpe in soos organisatoriese kommunikasie, interkulturele sakekommunikasie, span- en bestuurskommunikasie, inleiding tot korporatiewe kommunikasiebestuur, die bestuur van korporatiewe verhoudings, strategiese kommunikasiebestuur, mediabestuur, internasionale kommunikasie, ontwikkeling- en bedryfskommunikasie.

Die Kommunikasiebestuur-leerprogram bewerkstellig deurlopende kontak met die gemeenskap en die bedryf. Sodoende maak dit 'n sosiaal-verantwoordelike bydrae in die beoefening van die vak. 'n Advieskomitee, bestaande uit akademië en kundiges uit die praktyk en bedryf, sal deurlopend insette lewer oor die aard, struktuur en funksies van die leerprogram.



'n Snel veranderende bemarkingswêreld en die besef van die moontlikhede wat bestaan in die verbreding van studente se horisonne is enkele faktore wat daartoe aanleiding gee dat **kurrikulumontwikkeling en -hernuwing deurlopend 'n prioriteit is in die aanbieding van Bemarkings- en Kommunikasiebestuur. Verandering, nuwe insigte en ontwikkelings op die terrein van bemarking is aan die orde van die dag.**

Twee lede van die Departement Bemarkings- en Kommunikasiebestuur se driemanspan. Die hoof vir Bemarkingsbestuur sal binnekort op die voorgrond tree.

**Prof R Rensburg**, Departementshoof: Kommunikasiebestuur (links) en **prof A N Schreuder**, Hoof: Bemarking- en kommunikasiebestuur (regs).

### Derdejaar bemarkers reeds in aanvraag

Bemarkingsbestuur word allerweë deur tersiêre onderwysinstellings, sowel as privaatinstansies in Suid-Afrika, as 'n leier op sy gebied beskou. Bemarkingsbestuursvakke is gegrond op teoretiese beginsels ondersteun deur praktykgerigte toepassings deur middel van praktiese projekte. Praktiese projekte behels 'n reklameveldtog (eerste jaar), 'n entrepreneurskapsprojek (tweede jaar), 'n bemarkingsplanprojek en 'n rekenaar-gesimuleerde bemarkingspel (derdejaar).

Talle studente het al na afloop van die derdejaar-bemarkingsprojek werksaanbiedinge ontvang en besighede het reeds posaanstellings gemaak. Die derdejaar-studente lewer 'n diens aan besighede deur 'n bemarkingsplan te skryf. Hulle ontleed die huidige bemarkingsituasie en stel 'n bemarkingstrategie en aksieplan saam. Hulle bereken onder andere die koste-implikasies vir implementering en lê die produk aan die besigheid voor. Besighede baat hierby deurdat objektiewe en kreatiewe voorstelle gemaak word wat hul mededingende voordeel in die mark kan verbeter. Die voordeel vir die studente is dat hulle noodsaaklike ondervinding in die werklike beroepsituasie verkry.

Op honneursvlak is besluit om steeds verder te differensieer en net programme in spesialiteitsareas aan te bied. Die doel van die program is om studente met kennis oor die betrokke vakgebied toe te rus, om hulle voor te berei vir moontlike bestuurposte; en om 'n UP student 'n bemarkbare produk in die industrie te maak.

Die Meestersprogram in Bemarkingsbestuur bied aan bemarkingsbestuurders die geleentheid om hulle vaardighede op te skerp en om op hoogte te kom van plaaslike sowel as internasionale neigings in die mark.

**Kontakpersoon:** Prof A N Schreuder (012) 420-3395

### Kommunikasiebestuur lewer bydrae tot die beroep

Die invloed van Kommunikasiebestuur op die doeltreffende funksionering van ondernemings het oor die laaste dekade toenemend aandag begin geniet - plaaslik sowel as internasionaal. Die doelwit van die voor- en nagraadse leerprogram is om studente toe te rus om 'n betekenisvolle bydrae tot ondernemings, die kommunikasieberoep en die skakelpraktyk in geheel te kan lewer.

Die kernprodukte van Kommunikasiebestuur is gegrond op 'n stewige teoretiese grondslag, kennis van navorsing, toepassings op die bedryf en praktykgerigte opleiding. Die leerprogram is ingestel op strategiese kommunikasiebestuur. Dit posisioneer UP se program in die mark en onderskei dit van die programme van ander universiteite en teknikons. Daardeur verkry UP se Kommunikasiebestuurprogram internasionale status.

**Kontakpersoon:** Prof R Rensburg (012) 420-2306



## Improving the labour capacity of informal sector enterprises

In September 1998 the Human Sciences Research Council (HSRC) contracted the Bureau for Economic Policy and Analysis (BEPA) to investigate the possible improvement of the labour absorption capacity of the South African economy and the development of the informal sector by means of small, medium and micro enterprises (SMMEs).

The present study was preceded by a related BEPA study in 1998, which indicated that the most pressing economic and social issue today is the low, even negative, labour absorption capacity of the formal sector of the South African economy. The very high economic and social cost of unemployment seriously weakens the social fibre of the nation, and causes the people who are trapped in the informal sector to become destitute and surrounded by hardship and poverty. One way of achieving this objective is to support and strengthen the present informal sector.

A case for a people-centred development philosophy, combined with an emphasis on locally based economic development, seems appropriate. This can lead to greater local self-reliance and the establishment of a self-help society. A natural consequence of the envisaged interaction would be capacity building and hence the empowerment of presently marginalised people. The policy focus should not be the informal sector *per se*, but improving the local economy. International comparison shows that where the development of informal sector enterprises (SMMEs) has been suppressed, economic progress has generally failed to take place. Where the institutional environment has been constructive and supportive of the role that informal SMMEs can play, the informal SMMEs have grown and flourished.

Handing over the report of the Bureau for Economic Policy and Analysis (BEPA).

Left to right: Prof JH van Heerden, Hoof Ekonomie; Mev Elize van Zyl (RGN); Prof FG Steyn; Prof J BIGNAUT.



It can unequivocally be stated that the informal sector in South Africa is significant both in terms of the value of its output and the number of people working in it. These SMMEs, however, experience a multitude of constraints, varying from the purely economic to legal and social constraints. Extensive forward and backward linkages were found to exist between the informal sector on the one hand, and the government, non-governmental organisations (NGOs), the formal and private sectors, and individuals in a number of industries on the other. Policies like subcontracting and outsourcing have a great potential economic impact.

Given the important but constrained environment in which informal SMMEs operate in South Africa today, what is the nature of the institutional frame-

work within which they work? The government is clearly committed to improving the wellbeing of those involved in informal SMMEs. The implementation of the necessary strategies seems to be relatively inefficient, however, thereby reducing their impact.

According to international studies and existing linkages, informal SMMEs have the potential to create jobs and act as a catalyst of economic development. What is needed, however, if their potential is to be maximised, is a supporting institutional framework conducive to the development of the SMMEs.

**Contact person:** Prof F G Steyn (012) 420-3454

### Ekonomiese geletterdheid vir amptenare

Personeel van die Departement Ekonomie is betrokke by 'n basiese ekonomiese geletterdheidskursus, gerig op amptenare op die middel en senior bestuursvlak. Hierdie projek is deur 'n Amerikaanse firma geïnisieer.

**Kontakpersoon:** Prof J N BIGNAUT (012) 420-346

### Ekonomie handhaaf internasionale standaarde

**Die Departement Ekonomie maak op 'n gereelde basis gebruik van internasionale spesialiste, veral op nagraadse vlak. Die tipe samewerkingsooreenkomste verseker dat die kursusse van die Departement aan internasionale standaarde voldoen, soos die volgende besoeke getuig:**

- *Dr Ganghadhar Darbha* van die Indira Gandhi Institute of Development Research (Indië) sal vanaf September vanjaar 'n gas van die Departement wees.
- *Prof Daniel Linotte* van Boston University sluit in Mei permanent by die Departement aan.
- *Proff Peter Pauly* (Universiteit van Toronto) en *Stephen Hall* (Imperial College, Londen), buitengewone professore in die Departement, lê in Julie besoek af en sal intensief by die opleiding van nagraadse studente betrokke wees.

Die eerste sewe studente is vanjaar vir die gedoseerde PhD-program ingeskryf. Internasionale spesialiste bied vier nuwe kursusse op PhD-vlak aan.

Departement Ekonomie ontvang enkele besoekers vanuit die buiteland. Links na regs: Prof Eui-Gak Hwang (Universiteit van Korea, Seoul), Prof Sam Asante (University of Ghana, Ghana), Dr Nico Groenendijk (Twente Universiteit, Nederland), Prof Jan van Heerden (Departement Ekonomie, UP).





The University of Pretoria's Department of Informatics is an active participant in the University's newly formed School of Information Technology (<http://sit.up.ac.za/>). The mission of the School is to integrate and co-ordinate information technology teaching and research at the University. Two new degree programmes were initiated in 1999 in association with the departments of Computer Science and of Information Science. A four-year bachelors degree was designed and first registrations have been accepted. In addition, an enthusiastic group of 12 students was admitted to the first class of the masters degree in Information Technology. The aim of both degrees is to deliver top-class educated persons to the South African information technology industry. Both new degrees will be developed with the active participation of the local industry and the international involvement of lecturers from other countries.

The well-established BCom degree in Informatics will continue to offer viable training to students who wish to embark on a business-oriented career in information systems analysis and development. Internet (web) technology is being used extensively in all undergraduate and postgraduate courses, making these courses easily available for future distance education as well. The courses of this degree will be available in modules rather than semester courses as from next year, in keeping with a decision made by the Faculty of Economic and Management Sciences.

**Contact person:** Ms Lynda Castelyn (012) 420-3085; [lcastel@hakuna.up.ac.za](mailto:lcastel@hakuna.up.ac.za)

## UP DELIVERS TOP-CLASS GRADUATES TO THE IT INDUSTRY

### All students to be computer and information literate

To cope with the increasing demand for computer and information literacy by most disciplines at the University, the School of Information Technology has been tasked with ensuring that all new and existing students at the University are computer and information literate. This task is clearly too great for the limited manpower available. A contract with Damelin has therefore been negotiated to provide this service for the next three years. All students will soon be expected to master the initial four courses and lecturers will be expected to make extensive use of their students' newly acquired skills.

**Contact person:** Prof JD Roode (012) 420-3008; [jdroode@postino.up.ac.za](mailto:jdroode@postino.up.ac.za)

### Doktorsgrade in informatika verwerf internasionale bekendheid

Sedert die eerste DCom (Informatika)-graad in 1992 toegeken is, het die graad internasionale bekendheid verwerf. Hoogstaande eksterne eksaminatore (ook uit die buiteland) en internasionaal erkende navorsers op die vakgebied, verseker die graad se hoë standaard. In die 11 jaar van die Departement se bestaan is reeds 16 DCom (Informatika)-grade toegeken.

### Derdejaar projekte aan publiek bekendgestel

Derdejaar UP Informatikastudente onderneem 'n praktiese projek waar hulle 'n volledige inligtingstelsel vir 'n kliënt buite die Universiteit moet ontwikkel. Die projek strek van Februarie tot September en sluit breedvoerige dokumentasie in. Studente doen ervaring op in die hantering van gebruikers. Die studente se finale produk word tydens 'n projektedag in Oktober aan die publiek bekendgestel. Die Departement nooi veral werkgewers na hierdie projektedag uit, wat baie hierby baat. Hulle kan dan sien waartoe 'n BCom (Informatika) student in staat is. Studente doen terselfdertyd ervaring op in die bemaking van inligtingstelsels. Vele studente-groepe is in die verlede op dié manier van werk verseker. Projektedag vind op Woensdag 13 Oktober 1999 in die Rautenbachsaal op die hoofkampus plaas.



Die Informatika-projektedag het 'n trotse wenspan opgelewer met hul projek getiteld *Food manufacturing made easy*. Links na regs: prof N F du Plooy (Departmentshoof: Informatika), prof C de Villiers (Departement Informatika), Anton Strydom, Wiechardt Brummer en Dawie van der Ryst (lede van die wenspan).



# OLDEST AND MOST REJUVENATED

**In the light of the above comment it is not surprising that a 1997 survey showed that 85% of graduates believed the MBA had directly contributed to their promotion in their company.**

*"All in all, the TUKS MBA is a well-rounded package that broadens one's intellectual horizon, deepens one's appreciation of the prime importance of the human dimension of management and generally improves one's career opportunities and ultimately, job satisfaction."*

Established in 1949, the Tuks Graduate School of Management, the oldest business school outside the USA, is celebrating its 50th anniversary this year.

The Graduate School of Management is going through a major repositioning and restructuring phase. A new director, Prof Chris Cloete, was appointed in August 1998 to reposition the Business School and to make it known as the preferred business school in South Africa.

The Tuks MBA has produced a formidable list of MBAs including some of South Africa's best captains of industry - Meyer Kahn, former CEO of SAP and Chairman of SAB; Roux Marnitz, Chairman of COMPAREX; Michael Vosloo, CEO of Standard Bank Investment Corporation; Dr Joop de Loor, Chairman of Dorbyl; and Dr Henry Staal, Managing Director of Adcorp Holdings - to name but a few.

The purpose of the MBA is to meet market needs in a fast changing world and to produce business leaders who will make a difference wherever they go.

## **Repositioning and restructuring**

The restructuring of the Graduate School of Management has taken place in such a way that speed, flexibility and adaptability is now possible. The process of repositioning was initiated by defining main issues in the marketplace. An assessment of its core competencies and the introduction of differentiators followed. The new structure ensures the delivery of training of a superior quality. 'Theory to practice' is obtained by bringing the outside world into the classroom. The School has formed very close liaison with business and consulting companies who regularly share their knowledge and expertise with students.

These philosophies and differentiators are also introduced in the short executive training programmes.

## **R1 MILLION SPONSORSHIP FOR STRATEGIC IT**

A sponsorship of R1 million was received from CSIPER Consulting to package enterprise resource management. This strategic information technology knowledge is considered essential to handle the new wave of IT knowledge that will be required in the future. Financial Management has always been a very exceptional field at the Graduate School of Management, and will remain so. This is exemplified by the Bureau of Financial Analysis and the Unit Trust Survey Researcher which are both situated at the School. The Tuks Graduate School of Management is also the official accreditation body in South Africa on behalf of the European Certification Board for Logistics, making UP the leader in South Africa in value chain optimisation.

## **BESTUURSKOOL BREI PRODUKREEKS UIT**

Tuks se Nagraadse Bestuurskool lewer reeds sedert 1978 'n reuse bydrae om die mededingendheid van die sakesektor en die openbare sektor te verhoog. Dit geskied deur middel van die sertifikaatprogramme in bestuurswese vir algemene bestuurders wat op feitlik al die bestuursvlakke aangebied word. Om te voldoen aan die vereistes van die Nasionale Kwalifikasie-raamwerk, het die Nagraadse Bestuurskool sy produkreeks sodanig saamgestel en uitgebrei dat erkenning aan vorige leer oor die breedste moontlike spektrum van bestuursopleiding en ontwikkeling gegee kan word.

**Kontakpersoon:** Mev A M van Zyl (012) 420-3374



**The Graduate School of Management launches a new and exciting concept of weekend class attendance for MBA on Friday 23 July 1999. Classes take place at the Graduate School of Management, University of Pretoria every second Friday and Saturday of the month.**

**The approach is three-fold:**

- globalisation - focusing on best international practice through exchange programmes and the involvement of international consulting companies;
- theory to practice - where students are brought into contact with captains of industry and the 'eye to eye' classroom experience; students are also exposed to professors with hands-on experience who facilitate the conversion of solid theoretical building blocks into practical experience;
- diversity management - an issue addressed to improve productivity; when 'buy-in' takes place, productivity could significantly improve.

The success of this approach is confirmed by former top student, Frank Pantke, who says:

*"It is more than just an academic qualification. It is a personally rewarding learning experience. It is truly integrated in that significant emphasis is placed on relevant interfaces and overlaps of the subject matter of the comprising subjects. It is interactive with class discussions, study group discussions and assignments".*

**Contact person:** Ms Martha Mabena (012) 420-3842

**THE NEW  
WEEKEND  
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Mr George Walter (right) from Hungary on his visit to UP together with Mr Gerhard van de Venter, Business Management (left).

## TOP HUNGARIAN FINANCE ACADEMICS VISIT TUKS

Two leading Hungarian Financial Risk Management academics, Prof Janos Szaz and Mr George Walter, visited the University of Pretoria during the first half of 1999. They were guests of the Department of Business Management (Financial Management) and their visit was part of the Hausafre Exchange Programme between the Budapest University of Economic Sciences and the University of Pretoria. Their visit to South Africa comes after Mr Gerhard van de Venter's and Mr Alex Antonites' visit to Budapest during the second half of 1998.

Both Prof Szaz and Mr Walter are actively involved in investment and risk management and lecture at various institutions in Central Europe. Prof Szaz is also the former president of the Budapest Stock Exchange and serves on the directorates of a number of companies. The visitors lectured to honours students on various aspects of finance, but mainly financial risk management. Their contribution proved invaluable due to the striking similarities between the newly developed post-socialist Hungarian economy and the post-sanction South African economy.

### TUKS SET TO TRAIN INVESTMENT MANAGERS

The complexity, sophistication and globalisation of the South African financial markets have created unique opportunities for the University of Pretoria to become involved in the training of investment managers. Investment institutions are experiencing a shortage of potential employees with a combination of formal statistical and investment training. To satisfy these needs and to open up training opportunities in the financial disciplines and scientific approach to investment management in South Africa, the University of Pretoria has introduced a BCom degree with specialisation in Investment Management in its Faculty of Economic and Management Sciences.

This will enable students to comply with the demands of a rapidly changing investment environment and to improve their employment opportunities. The curricula and syllabi for the degree and various courses in Investment Management will be developed in conjunction with investment experts in the private investment sector, based on the highly acclaimed chartered financial analyst qualification. Such training is not offered at any other South African university at undergraduate level.

### ENTREPRENEURSKAP BEVORDER EKONOMIESE GROEI

Die BCom (Entrepreneurskap)-graad is 'n kwalifikasie vir die self werkskepper. Dit is die enigste BCom kwalifikasie van sy soort in Afrika. Dr Jurie van Vuuren, wat die graadkursus grootliks ontwikkel het en aktief betrokke is met die aanbieding daarvan, sê: "Ons volk het 'n ernstige gebrek aan entrepreneursvaardighede, -kundigheid en motivering juis op 'n stadium wanneer ons dit die nodigste het om ekonomiese groei te bewerkstellig". Dit was dan ook die beweegrede vir die ontwikkeling van dié graadkursus.

Die Fakulteit volg vir die eerste keer 'n ander roete van Universiteitstoetreding. Studente kan deur Nasionale Private Kolleges 'n Sertifikaat in Entrepreneurskap volg en daarna 'n Diploma in Entrepreneurskap verkry. Diplomahouers verkry sekere krediete vir toelating tot die Universiteit se BCom-graadkursus.

Na afloop van 'n fase van herstrukturering, word daar beplan om die graadkursusse uit te bou tot nagraadse vlak.



Dr Jurie van Vuuren aktief besig met die opleiding van entrepreneurs.

### TRAINING STAFF IN ORGANISATIONAL BEHAVIOUR

**The main aim of the new PhD programme in Organisational Behaviour is to educate future university teaching staff. Equipping future top managers with analytical and research skills and conceptual abilities is also on top of the list of priorities Contact person: Prof A B Boshoff (012) 420-3345**



# ENVIRONMENTAL REPORTING



**The Social Accounting Unit of the University's Department of Accounting has for some time been regarded as the leading centre for research into this important topic. The Unit's activities have contributed to the recognition of the work of at least three people from the Department with doctorates over the past three years. This has also reinforced the Unit's high esteem.**

Members of the Department of Accounting's Social Accounting Unit.  
Prof C de Villiers  
Prof Quintus Vorster and  
Prof M C van Niekerk.

## The goals of the Social Accounting Unit are to:

- track changes in social reporting over time;
- track changes in the stakeholder perceptions of social accounting;
- develop and highlight new methods of social accounting;
- raise an awareness of social issues in business; and
- create, develop and maintain a research database that facilitates continued research outputs and confirms the position of the Department of Accounting as a leader in this important field of research.

These goals led the Unit to establish links with the Environmental Unit of KPMG, a highly regarded consultancy firm, with the aim of publishing information on environmental reporting practice and trends in South Africa. The latest report, 1998 Survey of Environmental Reporting in SA – fifth edition, was again based on annual reports and indicated an increase in corporate environmental disclosure. The report also confirmed that larger companies and companies in 'high environmental impact' industries, such as mining, are more likely than others to disclose such information.

The research report on employee-related disclosure is also in its fifth edition. The report indicates that employee reporting is more common in South Africa than environmental reporting. The extent of employee reporting appears to have stabilised at a fairly high level.

## Beste presteerder in SA

Die Departement Rekeningkunde presteer waarskynlik die beste onder alle departemente van rekeningkunde in Suid-Afrika op die terrein van navorsing. Die Departement se personeel skryf talle geakkrediteerde navorsingsartikels en populêr-wetenskaplike artikels. Drie navorsingsverlae word ook vanjaar uitgegee:

- Omgewingsrekeningkunde\*
- Werknemersverslaglewering\*
- Korporatiewe beheer\*\*

**Kontakpersoon\***: Prof Charl de Villiers (012) 420-3818

**Kontakpersoon\*\***: Prof Q Vorster (012) 420-3211

## Belasting op DSTV

Die grade MCom (Belasting) en LLM (Belasting) word vanjaar vir die eerste keer telematies aangebied. Hierdie kursusse word as 'n webgebaseerde kursus aangebied en word aangevul met een lesing per week op DSTV. Kundiges op die bepaalde terrein bied die lesings aan en studente kry die geleentheid om die dosente tydens die lesings en/of daarna te skakel. Vanjaar het 58 studente oor die hele land vir die kursus geregistreer.

## Rek-graad ontvang internasionale akkreditasie

BCom (Finansiële Rekeningkunde), 'n graad wat vier jaar gelede ingestel is, het gegroei tot een van die grootste rigtings in die Fakulteit, met meer as 600 ingeskrewe studente. Die graad word deur twee internasionale rekeningkundige professionele liggame, die Chartered Institute of Management Accountants (CIMA) en die Association of Chartered Certified Accountants (ACCA), geakkrediteer.

Die strewe is steeds soos die digter-akademikus Louw dit gestel het:  
"om die werk aan die absolute te meet, nie aan die goed- of afkeuring  
van mense nie".

## 'N SENTRUM VIR UITNEMENDHEID

Die Skool vir Rekenmeestersopleiding (SRO), die spesialisdepartement vir die opleiding van Geoktrooierde Rekenmeesters (GR(SA)'s) en Geregistreerde Rekenmeesters en Ouditeure (GRO's), is geakkrediteer by die Openbare Rekenmeesters- en Ouditeursraad en die Suid-Afrikaanse Instituut van Geoktrooierde Rekenmeesters.

Die Universiteit van Pretoria het in 1988 die strategiese besluit geneem om 'n spesialisdepartement te vorm vir die opleiding van GR(SA)'s en GRO's. Die hoofredes vir die besluit was om 'n sentrum vir uitnemendheid te vestig; om die aantal kandidate wat die kwalifiserende eksamen slaag te verhoog; en om meer toepaslike opleiding te verskaf aan kandidate wat Finansiële Rekeningkunde en verwante dissiplines vir ander redes as GR(SA)- en GRO-opleiding bestudeer. Met hierdie besluit is die Universiteit van Pretoria op die voorpunt geplaas. Die meeste ander universiteite in Suid-Afrika het sedertdien in dieselfde rigting begin beweeg.

### Sukses word behaal

Sedert 1988 het die getal STR'e per jaar vanaf 20 na 134 gestyg. 'n Groot prestasie was dat een van die Skool se SRO-kandidate in 1998 die algehele eerste plek (met lof) in die landswyé eksamen behaal het. Vier kandidate het in die top-tien in Deel 1 en een in Deel 2 geëindig. Tien persent van alle nuwelingeerstejaars aan die Universiteit van Pretoria registreer tans vir die spesialisgraad BCom (Rekeningkundige Wetenskappe).

'n Instelling mag nooit stagneer en verval in 'n gees van voldaanheid nie – veral nie die SRO nie. Die SRO en sy personeel is deurlopend besig met selfevaluering en word gedryf deur die drang om steeds op die voorpunt te wees met navorsing en onderrig.



Op die foto is vier kandidate van die SRO wat in die Top 10 van die 1998 Kwalifiserende Eksamen (KE) van Openbare Rekenmeesters- en Ouditeursraad geëindig het. Van links na regs staan: Werner Maree (algeheel eerste - met lof), Prof Herman de Jager (Direkteur: Skool vir Rekenmeestersopleiding), Tara-Lynn Tambling (4de plek), Barrie van der Merwe (6de plek), Renier Engelbrecht (9de plek).

## VERDERE OPLEIDING VIR REKENMEESTERS EN OUDITEURS

Veranderings aan die omgewing, veral die internasionalisering van die Finansiële Rekeningkunde en Ouditkunde standpunte, het tot groot wysigings in die leerplanne van hierdie vakke gelei. Veranderings aan die eksamenstelsel van die rekenmeestersprofessie het dit noodsaaklik gemaak om 'n opvolgprogram na die verwerwing van die reeds bekende STR-opleiding, in te stel. Kandidate het 'n keuse van twee diplomakursusse: die Nagraadse Diploma in Ouditkunde (indien kandidate hul leerlingrekenmeesterskap by 'n firma van geregistreeerde rekenmeesters en ouditeure doen) of die Nagraadse Diploma in Bestuursrekeningkunde (indien klerkskap buite die ouditeursprofessie gedoen word).

Beide bogenoemde nagraadse diplomas word na-uurs aangebied. Hulle is student-gesentreerd en word oor nege ontmoetings afgehandel. **Kontakpersoon:** Prof H de Jager (012) 420-2701



# Dedicated to excellence

The goal of the School of Public Management and Administration (SPMA) is to produce successful graduates in South Africa, Africa and the world at large. This is the reason why the School seeks students and a teaching staff who are dedicated to excellence.

The School recognises the importance of higher education as the ultimate liberator. Its students and teaching staff are expected to be in tune with the dynamic technological developments and to work towards a well-researched understanding of globalisation.

The School of Public Management and Administration is part of the information and technological age, and as such is proud to be the first Public Administration Department in South Africa to have some of its academic programmes form part of the University's telematic education programme.



Prof S Vil-Nkomo, Director of the School of Public Management and Administration battles it out at the Department's strategic planning session.

## PhD in PUBLIC AFFAIRS OF SA

The institution of the first PhD in Public Affairs in South Africa is one of the significant milestones of the School of Public Management and Administration. Students with a variety of masters degrees enrol in this programme to become qualified in a specialised sphere of Government.

**Contact person:** Prof P A Brynard (012) 420-3403

## MPA programmes: new areas of specialisation

The School of Public Management and Administration has introduced four new areas of specialisation in the tutored Masters in Public Administration (MPA) programme:

- MPA (International Management);
- MPA (Leadership Development);
- MPA (Public Sector Financial Management); and
- MPA (Urban and Regional Management).

Students can also choose to follow a general MPA. Other masters programmes include the MAdmin (Public Administration), MAdmin (Municipal Administration) and MAdmin (Public Management).

**Contact person:** Ms Rena Botha (012) 420-4070

Mrs Pinky Phosa (centre) receives her MPA degree. On her right is Prof C Thornhill, Dean of the Faculty of Economic and Management Sciences, and on her left is Prof S Vil-Nkomo, Director of the School of Public Management and Administration. Tea was given afterwards in honour of Mrs Phosa and the premier at Kya Rosa



**Both locally and abroad Statomet is expanding its wings and is growing into the most competitive research institution it has ever been.**

**Statomet  
SPREADING  
ITS  
WINGS!**

Over the past four years Statomet as a unit within the Department has focused, among other things, on client retention and market segmentation within the life insurance environment. The research and development activities resulted in an invitation to the USA and the UK during September 1998, and a subsequent follow-up presentation in the UK during November 1998. This was followed by a joint venture between LIMRA International and STATOMET, aimed at the positioning of a Customer Conservation Model (CCM). This model was developed as a diverse management intervention process within the South African life insurance industry. It will be marketed and positioned on an international basis by both bodies during 1999. Statomet has already been invited to present a follow-up paper in Dublin on 16 and 17 June 1999 to activate the joint venture and to present workshops within specific companies.

During February this year 25 candidates from various provincial government departments in Mpumalanga attended Phase One of a support programme, Statistics for Effective Decision-making. This programme covers Survey Methodology and Sampling, Operations Research, Exploratory and Inferential Statistics, Econometrics, and Statistical Modelling. Phase Two was executed on an ad hoc basis on site during March this year. Statomet assisted candidates in applying the above statistical principles in their working environment through computerised mediums. This initiative forms part of a joint ongoing programme between Statomet and the Mpumalanga Provincial Government, launched during 1998.

In addition to these programmes Statomet has another 15 contract projects currently in execution, as well as 20 project proposals awaiting acceptance.

**INTERNE KONSULTASIES**

Die personeel van die Departement Statistiek lewer 'n statistiese konsultasiediens aan navorsers en ingeskrewe magister en doktorsale studente aan UP. Die diens sluit onder meer statistiese aspekte in soos die beplanning van steekproefopnames, eksperimentele ontwerp, voorskrifte vir die ontleding van data en die interpretasie van resultate.

Tussen 200 en 280 projekte vanaf ongeveer 12 fakulteite/buro's word jaarliks hanteer, wat oor die 60 departemente/afdelings aan UP verteenwoordig. Die totale aantal aansoeke word min of meer soos volg verdeel:

**Magister-studies:** 63%

**Doktorsale-studies:** 21%

**Ander navorsing:** 16%

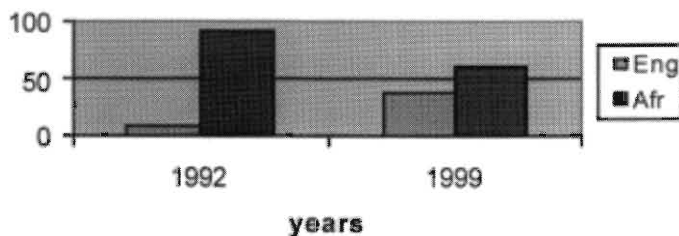
Hierdie konsultasiediens word bedryf as 'n integrale deel van die Universiteit se groter navorsingspoging en word aangewend om toegevoegde waarde aan hierdie uitsette te verleen.

**Kontakpersoon:** Mnr R J Grimbeek (012) 420-3448

**STATS STUDENT STATISTICS**

In 1992 the Department of Statistics introduced the first English Statistics 110 class. There were only 104 English-speaking students at that time, as opposed to the 947 Afrikaans-speaking students. The picture has changed somewhat over the past seven years. Today there are three English classes accommodating a total of 735 English-speaking students and five Afrikaans classes for the 1 170 Afrikaans-speaking students.

**English and Afrikaans-speaking Statistics students**





The Department of Tourism Management was formally established in 1997. Prior to that it had functioned as a Chair in Tourism Management in the Graduate School of Management. Since then it has made major strides in positioning itself as a leader in its field in Southern Africa, particularly as far as the BCom (Tourism Management) degree is concerned.

## INITIATIVES FOR THE NEW MILLENNIUM

To address the needs of the new millennium the Department has undertaken several new initiatives, among others:

- the repackaging of the BCom (Tourism Management) degree within a strategic and systems framework; and developing a balanced approach to the presentation of the Tourism Management courses with a three-pronged focus on theory, practice and industry interaction;
- improving the industry-related components of the degree - various practical technology-based and industry-specific short courses have been introduced as an integral part of the degree, in accordance with industry trends and requirements;
- inviting leading experts in the tourism industry to lecture to Tourism Management students on a regular basis; students are also required to undertake at least three months of practical work during their three years of undergraduate study.

### Output-orientated approach

The Department of Tourism Management is output orientated and delivers graduates to the tourism industry with a sound academic base in the economic and management sciences; a good understanding of the management and operational aspects of the tourism industry; and ones that have obtained meaningful exposure to key practical aspects of tourism.

### Success in numbers

The success of this degree can be measured by the fact that many graduates have progressed rapidly in various spheres of the tourism industry within a relatively short period of time. These spheres include hospitality management, tour operations, event management and tourism consultancy. Others have become successful entrepreneurs. There are currently more than 450 students registered for this degree.

## COMMUNITY-BASED TOURISM

Members of the Department of Tourism Management are directly involved in key industry initiatives, including the Tourism Cluster Initiative and the facilitation of a Tourism Information Management Framework for South Africa.

In close co-operation with the Centre for Afrikatourism, members of the Department are involved in facilitating community-based tourism plans and providing strategic direction to various sectors of the industry. Members of the Department recently facilitated a tourism plan for the Cullinan area and a nature trails strategy.

## ONE IN TEN

Members of the Department of Tourism Management are actively involved in various local organisations such as the Tourism Business Council of South Africa, as well as international organisations such as the Travel and Tourism Research Association and the Tourism Society of Britain. During 1999 the World Tourism Organisation (WTO) requested the Department to become one of its first ten global accredited training institutions.

**Contact person:** Prof Ernie Heath (012) 420-3349



Prof Ross Dowling of the Edith Cowen University in Western Australia acts as guest speaker at a seminar on African tourism. Left to right: Prof Leon Hugo (Geography Department, UP), Prof E Heath (Tourism Management Department, UP), Prof Ross Dowling (Edith Cowen University, Western Australia), Prof Flip Hattingh (former Head of Geography Department, UP).

## TWEE KEER SOVEEL AKTUARISSE OP KAMPUS

Prof Rinus du Plessis is in Januarie 1999 as permanent-voltydse personeelid in die Departement Aktuariële en Versekeringswetenskap aangestel. Daar is nou twee aktuarisse op die personeel, wat tot voordeel van die studente in besonder en die Universiteit in die algemeen sal wees.



Die Departement Aktuariële en Versekeringswetenskap se personeelkorps. Links na regs: prof G L Marx (Departementshoof), mev Johanna Hellberg, en prof H L M du Plessis (nuutaangestelde aktuaris in die Departement).

Vier oudstudeente het reeds gekwalifiseer as aktuarisse. Hierdie syfer word verwag om na afloop van die April-eksamens van die Institute of Actuaries te verdubbel.

### STUDENTE VERRIG NAVORSING TEEN LAE KOSTES

Studente vir die BCom(Hons)(Aktuariële Wetenskap)-graad moet 'n navorsingsprojek as deel van hul studies indien. Om 'n geskikte tema hiervoor te kry het vir sommige studente groot hoofbrekenskops besorg en al die personeel se inisiatief geveerg. Om die probleem op te los, is die bedryf genader om verlangde navorsingswerk wat hulle weens 'n tekort aan personeel op die agtergrond moes skuif, deur studente te laat doen. Dit bring mee dat maatskappye noodsaaklike navorsing afgehandel kry teen billike tariewe. Skakeling tussen die Departement en die bedryf word verhoog, wat tot moontlike betrekkings vir studente kan lei. Studente het die voordeel dat hulle toegang tot die maatskappye se databasis en infrastruktuur kry, en meestal vergoeding ontvang vir werk gelewer.

**Kontakpersoon:** Me J Hellberg (012) 420-3488

## BCom Informatika

BCom in Informatika kan die begin wees van 'n opwindende loopbaan wat u daaglik in kontak bring met moderne inligtingstechnologie binne organisasies. Soos tegnologies ontwikkel word die wêreld van die besigheidspersoon verbreed omdat inligtingstechnologie mens in staat stel om meer te doen in 'n korter tyd en oor 'n groter afstand.

**Word deel van hierdie nuwe wêreld waar die grense van tyd en piek verdwyn!**

Ontmoet ons by  
<http://www.up.ac.za/academic/informatika>  
(012) 420 3798

## Menslike Hulpbronbestuur



Die Departement Menslike Hulpbronbestuur se personeelkorps. Agter van links na regs: mev SL Hays, H. Lange, Prof JJ de Beer, Prof HE Brand, Prof JJ Basson, Mev T Bron, Prof JA van Tonder, Prof D de Villiers, Prof SW Theron en Mnr GJ Steyn.  
Middel van links na regs: Mev C van den Berg, Mev du Plessis en Mev C Olckers  
Voor: Prof CP Vermeulen, Hoof van die departement.  
Afwesig: Mnr MA Buys en Mnr P Schaap.



**BEKENDSTELLING: DEPARTEMENTSHOOFDE  
INTRODUCTION: HEADS OF DEPARTMENTS**



**DEKAAN/DEAN**

Fakulteit Ekonomiese en Bestuurswetenskappe  
*Faculty of Economic and Management Sciences*

**Prof C Thornhill**

MA DPhil(Pret)  
Tel: (012) 420-3330



Departement Bemerkings- en Kommunikasiebestuur  
*Department of Marketing and Communication Management*

**Prof A N Schreuder**

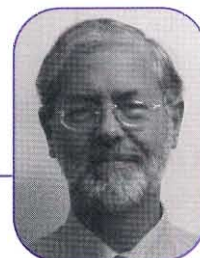
BCom(Hons) MCom(RAU) MA(WIU) MCom(Pret) DCom(RAU)  
Tel: (012) 420-3816



Departement Ekonomie/*Department of Economics*

**Prof J H van Heerden**

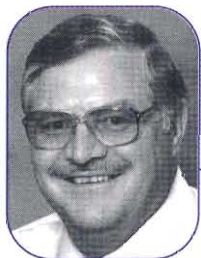
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Departement Informatika/*Department of Informatics*

**Prof N F du Plooy**

BSc(Hons) MSc(Fsk)PU vir CHO) MBA DCom (Pret) GIRWIT CAIS  
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Departement Menslike Hulpbronbestuur  
*Department of Human Resources Management*

**Prof L P Vermeulen**

MA DPhil(Pret) GPP  
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Nagraadse Bestuurskool/*Graduate School of Management*

**Prof C J Cloete**

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Departement Ondernemingsbestuur/*Department of Business Management*

**Prof E F Maasdorp** (waarnemend/acting)

BCom(Hons) MBA DCom(Pret) THOD  
Tel: (012) 420-2411



Departement Rekeningkunde/*Department of Accounting*

**Prof Q Vorster**

BCom(Hons)(UOVS) MCom PhD(Stell) FCCA GR(SA)  
Tel: (012) 420-3211



Skool vir Rekenmeestersopleiding/*School of Accountancy*

**Prof H de Jager**

BEd(Pret) MEd(PU vir CHO) MCom DCom(Rek)(Pret) LIO GRO GR(SA)LAKad  
Tel: (012) 420-2701



Skool vir Openbare Bestuur en Administrasie  
*School of Public Management and Administration*

**Prof S Vil-Nkomo**

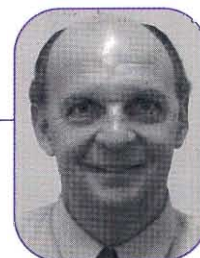
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Departement Statistiek/*Department of Statistics*

**Prof N A S Crowther**

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Departement Toerismebestuur/*Department of Tourism Management*

**Prof E T Heath**

BCom(Hons)(Stell) MCom(Fort Hare) DCom(UPE)  
Tel: (012) 420-3349



Departement Versekerings- en Aktuariële Wetenskappe  
*Department of Insurance and Actuarial Sciences*

**Prof G L Marx**

BSc(Econ)(PU vir CHO) FIA GBP(SBL) GILPA GGR(SA)  
Tel: (012) 420-3488

# Fakulteit Ekonomiese en Bestuurswetenskappe

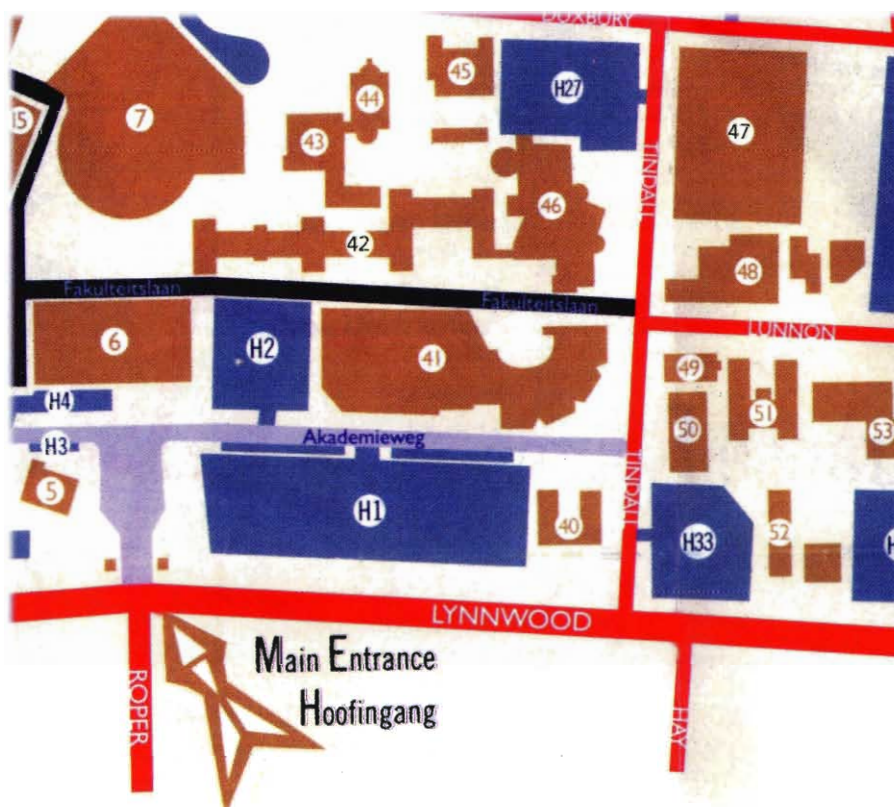
## 1999 Datums

Werkgewersweek 26 & 27 Julie  
Voorgraadse Opedag 4 September, 09:00 - 13:00  
Nagraadse Sentrum  
Nagraadse Opedag 9 September, 15:00 - 20:00  
Nagraadse Sentrum

## 1999 Kortkursusse

Inligting oor die Fakulteit se Kortkursusse kan verkry word by:

Mev M Greyling,  
Tel: (012) 420-3927,  
e-mail: [mgreylin@hakuna.up.ac.za](mailto:mgreylin@hakuna.up.ac.za)  
of  
<http://www.up.ac.za/academic/economic>



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