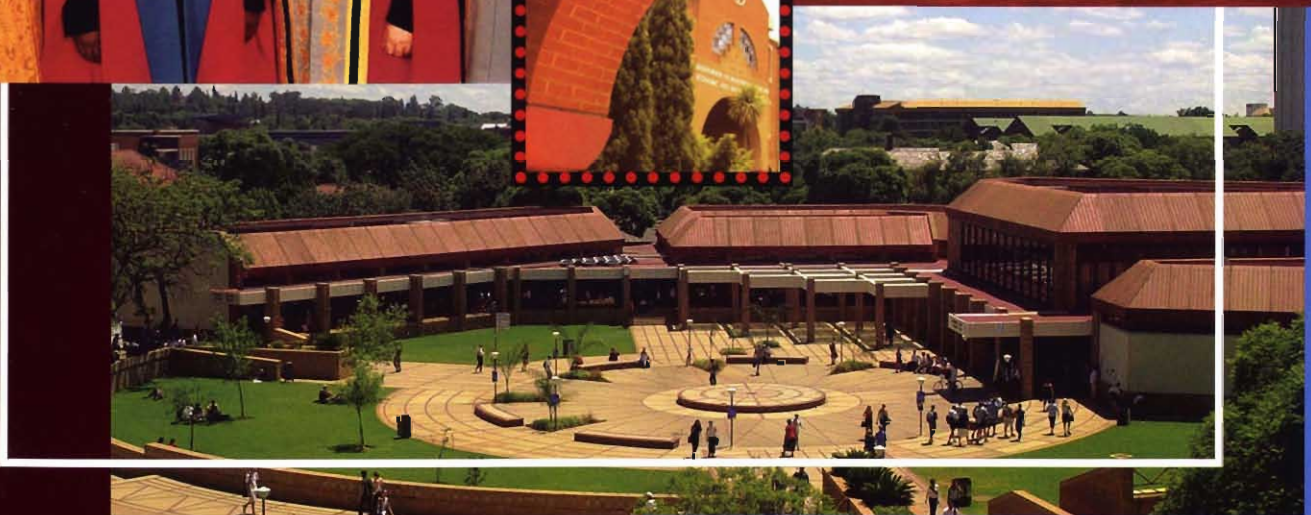
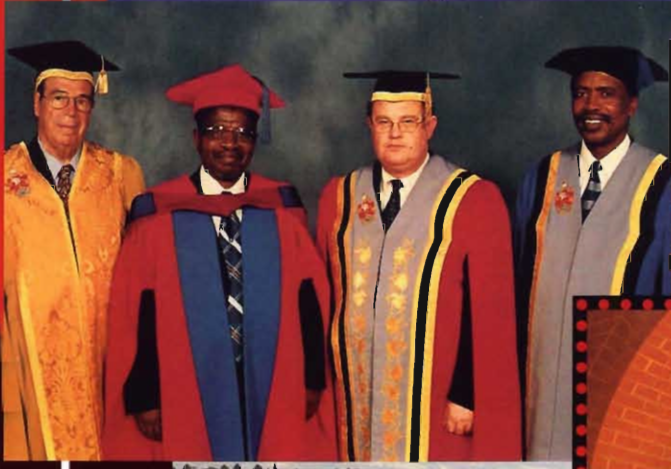
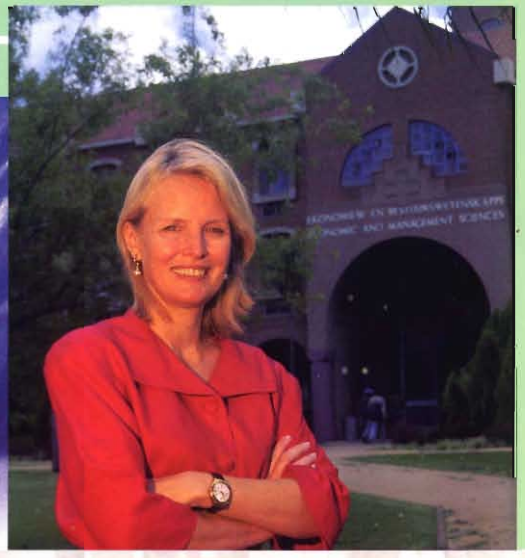
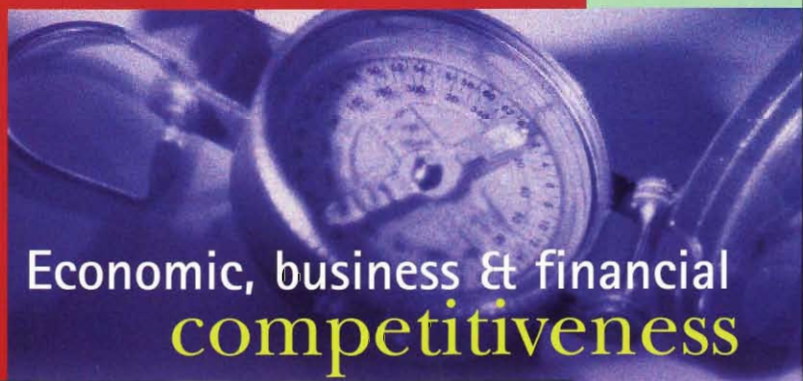


communiqué



FAKULTEIT EKONOMIESE EN BESTUURSWETENSKAPPE | FACULTY OF ECONOMIC AND MANAGEMENT SCIENCES



BUSINESS LEADERS
in a globalized environment

A heart-felt farewell from Prof Vil-Nkomo

In dedication to the Faculty of Economic and Management Sciences

AMAZON AND WHAT WE ARE

We are the image of the human

What we are is what we created
for ourselves and not the
image of the first human
being.

We are not the image of Disney World.
we are not the picture of
politics but a species of
human survival

The real plague that confronts
us is ourselves.
the pandemic is us

We confuse leadership with being
a follower and yet leadership
is about being what you
are and pursuing the image
of the human being.

Your natural beauty Amazon brings us closer
to what we ought to be to one another

Great Amazon, though threatened, remain
what you are so that our image
should be restored.

Human development is
threatened by us like
you the Amazon.

What an experience to be human.
yet our development
remains our challenge
for future generations
to survive.

*By Sibusiso Vil-Nkomo
24 August 2002 : In the Amazon - Brazil*



*The former Dean of the Faculty of Economic and Management Sciences,
Prof. Sibusiso Vil-Nkomo.*

communiké

c o n t e n t s

2003

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17 GORDON INSTITUTE OF BUSINESS SCIENCE



University of Pretoria



2003

Prof. Sibusiso Vil-Nkomo says farewell to the Faculty of Economic and Management Sciences

Moving up to EXECUTIVE level



“Economics, business and management: The cornerstone for South Africa’s competitiveness.”

Since the beginning of September 2003, Prof. Sibusiso Vil-Nkomo has taken on more responsibilities with his appointment as Executive Director: Fundraising. He is now part of the executive management team of the university and is also in charge of the NEPAD initiative.

The position of Executive Director: Fundraising, was created by the University Council in order to give momentum to the University's drive for financial security and sustainability. Prof. Vil-Nkomo also works towards co-operation and interaction with industry, government and funding agencies.

“It has been a privilege and honour for me to serve as the Dean of the Faculty of Economic and Management Sciences.

“As I depart from the Deanship to a higher position at the executive level of the University, I would like to pay homage to colleagues in the Faculty of Economic and Management Sciences by quoting from a poem written by Marianne Williams and often attributed to the former President of our country, Mr Nelson Mandela:

‘Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure. It is our light, not our darkness, that most frightens us. We ask ourselves, who am I to be brilliant, gorgeous, tal-

ented and fabulous? Actually who are you not to be? You are a child of God. Your playing small doesn't serve the world. There is nothing enlightened about shrinking so that other people won't feel insecure around you. We were born to make manifest the glory of God that is within us. It's not just in some of us; it's in everyone. And as we let our own light shine, we unconsciously give other people permission to do the same. As we are liberated from our fear, our presence automatically liberates others.’

“The quest for excellent education and research in the areas offered by the Faculty of Economic and Management Sciences is a daunting one for the academics of this Faculty. This challenge goes to the root or bottom of creating a competitive and efficient South Africa, which can be respected in the continent of Africa and the world. Global economic challenges have no mercy on nations, which have not committed their scarce resources to investing in an excellent human capital base. My colleagues must continue to face this challenge and deliver to this country excellent human capital and research outputs that must make significant contributions to the development challenges facing South Africa, the African continent and the world.

“I read out the story of the late John Langalibalele Dube, a great South African, during my farewell dinner. We are not unique as a nation to have a shortage of well developed human capital. Our failure is how to appropriately educate and deploy this critical human resource. Dube was influenced greatly by Booker T. Washington, the founder Tuskegee Institute and this led to him establishing in South Africa Ohlange High School. Booker T. Washington espoused the notion of the talented tenth that are critical for any society. My colleagues in the Faculty must not be afraid to produce the talented tenth that must drive the economy, the financial sector and manage efficiently and effectively. Let us not be misled by those who hold the view that education is a sorting and elite device. Education is the ultimate liberator of a person.

“We must produce a John Maynard Keynes, who must be an African Nobel Prize Winner in Economics, who will help crack the current intractable underdeveloped African continent. The prerequisites to obtain the objective are excellent education and research, which can only be provided by a Faculty of Economic and Management Sciences.

“Our areas of study place us in a unique position to advance our competitiveness globally. Knowledge, ideas and innovation have become the global cornerstone for the survival of nations that are competing for their space. The British Design Council 2000 Annual Report succinctly captured the challenge as follows: ‘... *In the old economy, success depended on raw materials, on location and on capital. In the new economy, where raw materials and capital can be brought from anywhere at any time, national economic prosperity will definitely depend on our skills, creativity and ideas.*

The new economy has as its cornerstone knowledge, skills, innovation and enterprise. Its most valuable assets are knowledge and the creative skills of people. The main source of value and competitive advantage in the modern economy is human and intellectual capital.’

“I am convinced that this Faculty can be poised to be the academic and intellectual think tank to pursue together with our students the above objectives.

“I convey my heartfelt thanks for your support during my tenure as Dean. You must persist on the vision and vigour to be a leading Faculty of Economic and Management Sciences.”

New Dean appointed for Faculty

Meet the new **CAPTAIN** of the ship

The Faculty of Economic and Management Sciences is honoured to have Prof. Carolina Koornhof appointed as the new Dean of the Faculty.

Prof. Koornhof obtained her BCom and BCom (Hons) degrees at the University of Pretoria and Certificate of Theory in Accounting, MCom (with distinction) at the University of Witwatersrand (Wits) and DCom at the University of Pretoria.

Her career started as a trainee accountant and later Group Audit Manager at KPMG. She then moved on to become a lecturer in the Department of Accounting at the University of Cape Town and then a senior lecturer at the University of Witwatersrand. During this time she was a member of the Accounting Practice Committee (APC) of the South African Institute of Chartered Accountants (SAICA).

Before her appointment as Dean she was Chairperson of the School of Financial Sciences, Head of the Department of Accounting and Acting Head of the Department of Taxation. Prof. Koornhof holds a number of professional qualifications; Chartered Accountant (SA) (CA (SA)), Fellow of Association of Chartered Certified Accountants (FCCA) and Registered Accountant and Auditor (RAA).

She has published numerous articles in accredited journals, professional journals and textbooks. She is editor and referee of several academic journals, promotor and external examiner of post-graduate students. She is a Board Member and Executive Board Member on the Public Accountants and Auditors Board (PAAB); Chairperson of the Association of Heads of Accounting and the Vice-President of the Northern Region Council of the South African Institute of Chartered Accountants.

Prof. Koornhof is married to Dr GW Koornhof and a mother of two daughters. In her spare time she is an avid reader and a collector of red wine.



Looking forward to produce quality students and research

"It is an honour and also a challenge to be appointed as the new Dean of the Faculty of Economic and Management Sciences; the largest faculty at the University of Pretoria, with approximately 9 000 registered students.

"I see the Faculty as strengthening its position as a leading institution in the fields of economic, financial and management sciences by continuously improving its academic and research excellence. At the same time the Faculty will remain committed to delivering not only competent, but also creative, responsible and productive citizens. These students will become the "Innovation Generation" of the University of Pretoria and future business leaders in South Africa.

"Together with a dedicated team of staff members, I look forward to continue to produce quality students and research within the Faculty that will contribute towards the growth and development of the South African economy."

The Standing Committee of the University announced that Prof. Carolina Koornhof, Head of Department of Accounting and Chairperson of the School of Financial Sciences, has been appointed as Dean of the Faculty of Economic and Management Sciences. The appointment took effect on 1 December 2003.

Faculty house being transformed into a value adding Student **LIFE** **NETWORK**

The name and the motto of the new Faculty House of the Economic and Management Sciences is

Commerc!!
Student Life Association

The management of University of Pretoria recently decided that Faculty Houses must be reinstated to provide day students with an organised student life. This move came after it became evident that students living in residences took part in most of the activities at the University, due to a support structure available to them, whereas day students are often out on a limb.

Commerc!! (pronounced co-mmer-cii), is a

joint initiative by the Faculty of Economic and Management Sciences and the existing student organisations within the Faculty. These include AISEC, YENEPAD, House CA and TISA. The founding members are Mr Jean Polson (chairperson), Mr Neil Joubert, Ms Charlotte de Jager, Ms Nolwazi Dhlamini, Ms Leanne McCreadie and Prof. Ronèl Rensburg as the guardian.

Commerc!! envision a well-managed student network that generates a vibrant student life and well-balanced commerce graduates.

Commerc!!, as an optional autonomous entity, will be strategically placed under the joint supervision of the Dean of Economic and Management Sciences and the Student Dean. The founding team is currently negotiating with the University and other strategic partners, with the aim of launching Commerc!! after the April recess.

Commerc!! aims to create and maintain a vibrant student environment, exclusively for commerce students of the "Innovation Generation" with the sole objective to deliver marketable commerce graduates and future world leaders.

The mission of Commerc!! is to rekindle the student life and create a mind shift amongst commerce students that will culminate in:

- A well-managed entity, adding value to students by regularly hosting events of high quality;
- Enhanced satisfaction for commerce students and a pleasant student environment;
- A catalyst for change, and an incubator for entrepreneurs and innovators.

Commerc!! has come up with a unique and innovative concept, to avoid being experienced as just another house for day students.



The Commercii founding committee members are from the left Mr Neil Joubert, Ms Leanne Mc Creadie, Ms Charlotte de Jager and Mr Jean Polson.

UP takes the lead in African initiatives



*Prof. Calie Pistorius,
Vice-Chancellor and
Principal.*

The special K is backing leadership

The Kellogg Foundation has committed itself to fund the establishment of the Desmond Tutu Chair in leadership and future studies. The Faculty of Economic and Management Sciences and the Faculty of Theology share this chair in collaboration with the Desmond Tutu Peace Foundation, the University of the Western Cape and the University of Dar-es-Salaam. After having waited for funding for more than a year, the two faculties can now look forward to this new challenge.

Key role players in the establishment of the Desmond Tutu Chair in Leadership and Future Studies from left Prof. Cas Vos, Dean of the Faculty of Theology, Prof. Desmond Tutu and Prof. Piet Meiring, from Science of Religions and Missiology.



The University of Pretoria is actively staking its claim as South Africa's foremost university, with a prominent role to play in Africa.

Under the leadership of its Principal, Prof. Calie Pistorius, the University of Pretoria is committed to become a major player in the revitalisation of the African continent,

through the New Partnership for Africa's Development (NEPAD). This is in line with President Thabo Mbeki's vision of an African Renaissance.

The University of Pretoria is well positioned to form part of the drive to advance Africa's development. According to Prof. Sibusiso Vil-Nkomo, former Dean of the Faculty of Economic and Management Sciences, the Innovation Generation (UP's new strategic drive and slogan to identify and position its staff and students), has a critical role to play in this initiative. The University of Pretoria has already expressed its intention of becoming the foremost research university for Africa's new development.

The University of Pretoria has forged excellent relations with the NEPAD secretariat and its steering committee chairman, Prof. Wiseman Nkuhlu. Dr Chris Stals, The University of

continued on p 8

AFRICAN initiatives

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Pretoria's Chancellor, has been appointed member of the NEPAD body with the task of ensuring good governance and democracy, in return for G8-financing. Furthermore, Prof. Vil-Nkomo and Prof. Marië Muller (Dean of the Faculty of Humanities), have respectively been appointed as Chairperson and Board member of the Africa Institute, which provides some additional profile to the University of Pretoria's participation in NEPAD. To date, the University of Pretoria has hosted three major NEPAD conferences, involving the local public and private sectors, African academics and experts, as well as various international representatives.

The University of Pretoria can be a formidable partner and can make a major contribution in getting Africa on track. "The University of Pretoria has taken the lead. We have the human capital, skills and competencies to be in the forefront of the NEPAD's strategic thrust for Africa," says Prof. Vil-Nkomo. Various research projects, spearheaded by the University on topics relating to the SADC countries and the economic modeling and the policy analysis programme in Africa, are already underway.

Joint NEPAD objectives include, amongst others:

- Putting mechanisms in place for conflict prevention, management and resolution;
- Promoting and protecting democracy and human rights;
- Restoring and maintaining macroeconomic stability;
- Instituting legal and regulatory frameworks for financial markets and auditing of private companies and the public sector;
- Revitalising and extending the provision of education, technical training and health services;
- Promoting the role of women in social and economic development;
- Building the capacity of African states to maintain law and order;
- Promoting the development of infrastructure and agriculture.

Central to most of the above objectives, are initiatives taken by the Faculty of Economic and Management Sciences at the University of Pretoria – one of the leading faculties of commerce in South Africa.

Mellon Foundation sponsors internship opportunity

It was a once-in-a-lifetime opportunity for Ms Marna Kearney, a post-graduate student in the School of Economics when the Mellon Foundation Mentoring Programme partly funded her to do an internship at the World Bank in Washington, USA in February and March 2003.

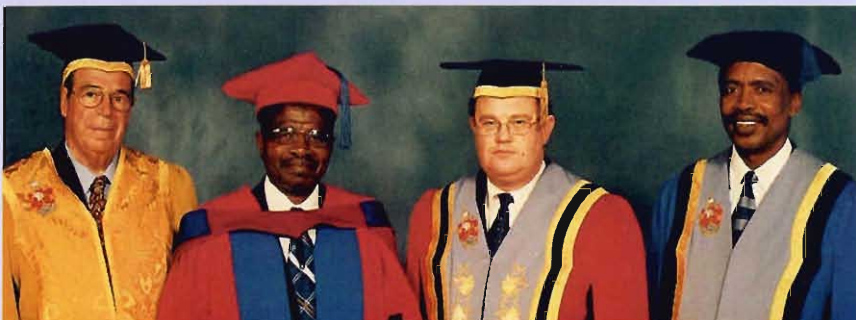
Ms Kearney, who studies under the mentorship of Prof. Jan van Heerden, Head of the School of Economics, received this invitation from Dr Delfin Go, the new World Bank chief economist for South Africa. The internship was undertaken in the Poverty Reduction and Macroeconomic Policy Unit of the World Bank. As part of her DCom studies, Ms Kearney developed a Computable General Equilibrium (CGE) model for South Africa that would be used by the World Bank and the South African National Treasury. A CGE model is a computerised economic model based on detailed industry data of a country. This tool is used to study inter-industry flows of factors and commodities, as well as the impact of policy on the South African economy. The focus of this particular study was on restructuring Value-Added Tax (VAT), using the CGE model for analysis.

Some of the highlights of her time spent at the World Bank included the opportunity to work with Dr Delfin Go who has vast experience in modeling, as well as attending a training session on GAMS modeling, which is a software package used to solve mathematical models. Ms Kearney also had the privilege of meeting Mr Alex Meerhouse, originator and owner of GAMS Corporation.

President's advisor receives honorary doctorate

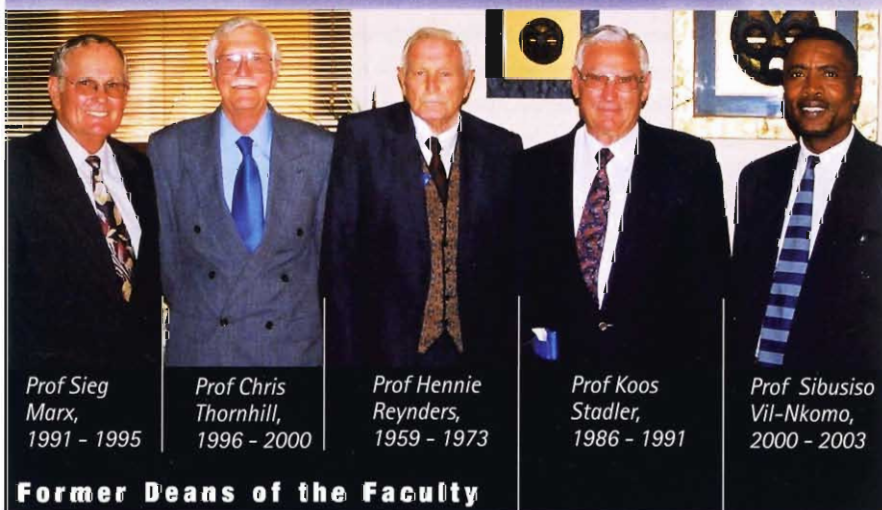
Prof. Wiseman Nkuhlu, economic advisor to the President of South Africa, received an honorary doctorate at the University of Pretoria during a graduation ceremony in April 2003. This was in recognition for his contribution to the South African accounting profession, the education of accountants, research in accounting and developmental economics and to the development of the NEPAD initiative for Africa.

Prof. Nkuhlu distinguished himself early on in his career by becoming the first African to qualify as a chartered accountant in South Africa. Throughout his career, he has maintained close ties with the South African Institute of Chartered Accountants (SAICA) and Public Accountants and Auditors Board (PAAB). From 1998 to 2000 he also served as national president of the SAICA.



Prof. Wiseman Nkuhlu (second from the left) distinguished himself early on in his career by becoming the first African to qualify as a chartered accountant in South Africa. He is seen here with from left Dr Chris Stals, Chancellor of UP, Prof. Calie Pistorius, Vice-Chancellor and Principal, Prof. Sibiso Vil-Nkomo, Executive Director: Fundraising.

The LEGACY of LEADERSHIP



On 10 September 2003, 33 years of history came together when the Faculty of Economic and Management Sciences was visited by five of its former Deans: Prof H J J Reynders (1959 - 1973), Prof J J Stadler (1986 -1991), Prof S Marx (1991 - 1995), Prof C Thornhill (1996 - February 2000) and Prof S Vil-Nkomo (March 2000 - August 2003).

Prof Hennie Reynders was the fourth Head of the Department of Business Management. In 1962 he was also appointed Dean of the Faculty of Commerce and Public Administration. Prof Reynders was the author of various textbooks on Business Management, and he received the Stals Prize from the SA Akademie vir Wetenskap en Kuns for his contribution in this field.

Prof J J Stadler took over from Prof C F Nieuwoudt who was unable to attend the function due to ill health. Under Prof Stadler's leadership the name of the Faculty was changed from the *Fakulteit van Handel en Publieke Administrasie* to the Faculty of Economic and Management Sciences. At the same time the Faculty acquired a new building. Prof Stadler also received an award from the *SA Akademie vir Wetenskap en Kuns* for his contribution to economic literature.

On 1 July 1991 Prof Stadler was appointed Vice Principal of the University of Pretoria and Prof Sieg Marx took over from him. Prof Marx ensured that the Faculty stayed relevant in the new sociopolitical dispensation that dawned during his term. The Faculty started using English as a medium of instruction – an advantage because it opened the door to English-speaking students who wished to register with the Faculty. Prof Marx started a restructuring process that was continued by Prof Thornhill and Prof Vil-Nkomo.

At the end of 1995, Prof Marx was appointed Vice-Principal of the University of

Pretoria.

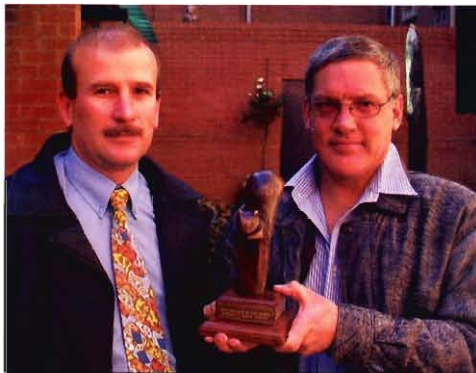
Prof Thornhill, previously Head of the School for Public Management and Administration, began his term as Dean in 1996. He had the challenging task of aligning the Faculty with the transformation path set by the University. He was instrumental in the creation of an environment conducive to diversity.

As Proff Nieuwoudt and Stadler, Prof Thornhill received an award from the SA Akademie vir Wetenskap en Kuns.

Prof Vil-Nkomo, also previously Head of the School for Public Management and Administration, took over from Prof Thornhill in March 2000. Prof Vil-Nkomo was the first black Dean at the University of Pretoria. He continued on the path set by Prof Marx and Prof Thornhill to establish Schools in the Faculty. He contributed significantly to the restructuring of the Faculty, and he put a high premium on departmental effectiveness and efficiency.

Prof Vil-Nkomo made valuable contributions by positioning the Faculty nationally as well as internationally. His achievements include collaboration agreements with the South African Foundation for Public Management, the Kellogg Foundation and the Ron Brown Institute, and the development of programmes in collaboration with Georgia State University.

Through the years the Faculty has had to confront many challenges and explore new opportunities. The Faculty endeavours to meet every challenge with a positive attitude. We acknowledge the contributions of all our former Deans with great appreciation.



Award winners for best article - Mr Sollie Millard and Prof. John Hall.

Staff members successfully pass second level

Two staff members of the Department of Financial Management, Ms Elbie Antonites and Ms Marike du Toit, passed the second level of the International Chartered Financial Analyst Programme (CFA). The CFA programme is administered by the Association for Investment Management and Research at its headquarters in Charlottesville, Virginia, USA.

The programme's rigorous curriculum, three levels of examination, and work experience requirements makes it the most recognised achievement within the global investment industry. While the programme is open to a wide range of investment specialists, the curriculum emphasises the knowledge and skills needed to be involved in portfolio management and financial analysis.



Ms Elbie Antonites and Ms Marike du Toit successfully passed their second year of the CFA programme.

TOP AWARD for journal article

Prof. John Hall of the Department of Financial Management and Mr Sollie Millard of the Department of Statistics received the GENSEC / Investment Analyst Society Journal Award for the best article published in the Investment Analyst Journal of 2002.

The article titled "An assessment of the value of brokerage information for individual investors" addresses the information used in investment decisions. Investors who invest on the JSE Securities Exchange (JSE) base their investment decisions on information obtained from the financial press, radio and television or from a broker or investment consultant. The purpose of the study was to test the hypothesis that an individual using information obtained from sharebroking companies can earn a return in excess of the market return on the JSE. To test this hypothesis, a buy, a hold and a sell portfolio were created by using the average recommendations received from the brokers. The results of this study indicate that investors could earn a return greater than that of the market return based on brokers' recommendations to buy and to hold, if no risk-adjustments were made to the returns. If the returns were adjusted for risk, the brokers' recommendations were able to render a return superior or equal to the market and they were able to limit investors' losses in relation to the movement in the market.

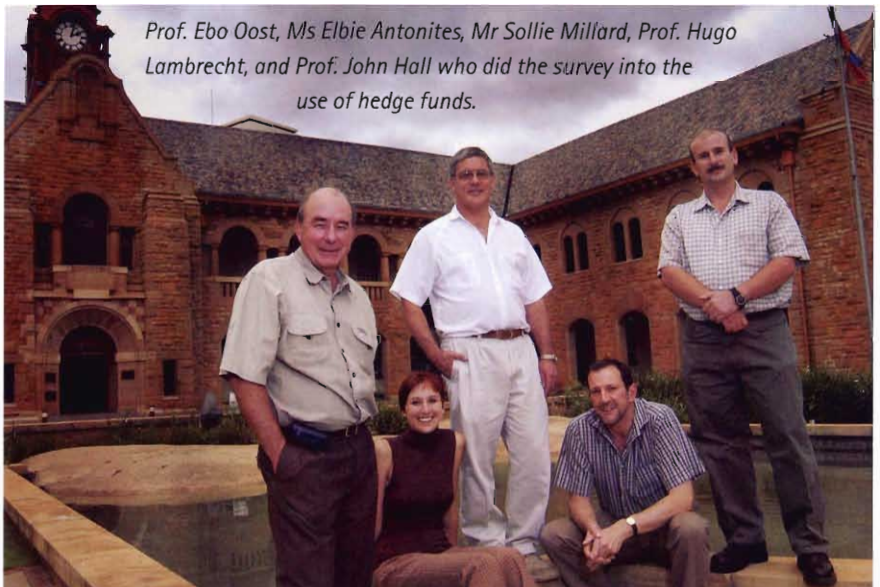
The award was presented at an Awards Dinner in August 2003 and was attended by approximately 400 guests ranging from chairpersons, CEOs of listed companies, analysts and VIPs.

Pension funds: Where does the money go?

Global Managers of Managers SEI Investments commissioned the Department of Financial Management to conduct a survey amongst SA Pension Funds to evaluate the use of hedge funds by trustees and their level of understanding of this asset class.

The project team included Prof. Hugo Lambrechts, who coordinated the project, Prof. Ebo Oost, Prof. John Hall and Ms Elbie Antonites, all of the Department of Financial Management and Mr Sollie Millard of the Department of Statistics.

The survey successfully identified problem areas regarding the use of hedge funds by trustees and their level of understanding of this asset class. The project was successfully concluded in August 2003.



Prof. Ebo Oost, Ms Elbie Antonites, Mr Sollie Millard, Prof. Hugo Lambrecht, and Prof. John Hall who did the survey into the use of hedge funds.

Forensic Accounting goes GLOBAL

There is a growing interest in the Post-graduate Diploma in Investigative and Forensic Accounting that has been presented by the Department of Accounting since 2001. Enquiries have been received from African countries as well as from Europe. Mr Danie du Plessis, Director of the Unit of Forensic Accounting, says that this development will not only broaden the diploma's base, but will also facilitate international participation.

The programme is designed to address the needs of accountants, auditors, legal practitioners, risk managers, fraud examiners and forensic accountants. The programme will be presented with web enhancement from 2004.

The interest in this programme is predictable, in the light of recent events in the USA and Europe that has led to a renewed focus on white-collar crime and the roles of accountants, legal practitioners and investigative agencies in the detection and investigation of serious financial crimes. Money laundering, terrorist financing and the associated criminal activities such as fraud and corruption have led to new legislation to deal with



Mr Danie du Plessis, Director: Unit for Forensic Accounting co-ordinates the popular Post-graduate Diploma in Investigative and Forensic Accounting.

these issues. In South Africa, money laundering legislation and regulations came into effect in 2003. Accountants, attorneys and fraud examinees have an important role to play in the identification of suspicious transactions and in the prosecution of offenders.

The problems surrounding Enron in the USA and similar corporate collapses in South Africa such as Masterbond and Leisurenret have placed the role of the accountant and auditor in the spotlight. Internationally, accountants play an important role in civil legal proceedings in terms of the quantification of damages resulting from breach of contract, insurance claims and negligence.

She heads the Heads of Accounting

Prof. Carolina Koornhof is a founding member and the first appointed chairperson of the Association of Heads of Accounting in South Africa. This association was formed to create a platform for heads of accounting departments of 14 different universities to discuss issues relevant to this field of study.



Summer and winter schools improve pass rate

The Department of Financial Accounting has presented summer and winter schools for the past two years to give students an opportunity to improve the quality of their knowledge and skills. These schools have been evaluated by students and staff and have proved a great success. Not only has class attendance been exceptional, but students who attended these schools also showed a significant increase in pass rate.

These schools are held in the January and July university holidays. The winter school provides additional classes to students doing Financial Accounting 111 (FRK 111) in the first semester, whereas the summer school provides the same for students who do Financial Accounting 121 (FRK 121), Financial Accounting 100 (FRK 100) and Financial

Accounting 181 (FRK 181) in the second semester. Because students only do one or two courses, they have more time to prepare for lectures and complete exercises. The classes are divided into Afrikaans and English groups. A total number of 504 students attended the past summer school, whereas 300 students registered for the winter school.



What do South Africans know about taxation?

A need exists amongst South Africans to learn more about tax systems, their implementation and the utilisation of revenue received from taxation. These were some of the findings of an article published by Ms Ruanda Labuschagne, senior lecturer of the Department of Taxation in an international publication: "Critical Perspectives on Accounting". The article investigated the perceptions prevalent amongst previously disadvantaged South Africans on taxation.

The South African government has the opportunity to empower previously disadvantaged South Africans through information sessions on taxation. The study also showed that previously disadvantaged South Africans considered pensions, education, health services, road maintenance and welfare as the main areas that should be funded by their tax money. Prior to the general elections in 1994, the electorate was promised that these areas of social welfare would be addressed. The majority of South Africans felt that these promises had not yet been met.



Ms Ruanda Labuschagne, senior lecturer of the Department of Taxation – the first member of the Faculty to publish in the prestigious 'Critical Perspectives on Accounting'.

Body set to unite students

The Internal Auditing Student Body was established in 2003, following the selection of its executive committee in February and the acceptance of its constitution.

The objective of the student body is to unite into one organisation, all the students of the Department of Auditing who are registered for Internal Auditing Programmes. It acts as a mouthpiece for students at the Student Representative Council (SRC) and the University authorities. The SRC supports it financially and has approved its constitution. The student body also aims to maintain and further relationships between students and lecturers and to establish a professional relationship with the auditing practice. It focuses on participating in the University's academic activities.

Part of the responsibilities of the internal student body is the arrangement of internships, student seminars, the purchase of study material from IIA (SA), job placement of students, maintaining the Internal Auditing library of the Department of Auditing and the recruitment of BCom (Hons) Internal Auditing students. It is also responsible for networking with other EIAP student bodies and sharing relevant experiences.

The chairperson, Carin Olckers, regularly reports to the EIAP Advisory Board about their future activities.



The executive committee of the Internal Auditing Student Body is: Back row, left: Carin Olckers, Betsie Stols, Marie-Louise Smith, Angelique Harris, Thembi Zwane and Mmabatho Thupi. Front: Arno Nowers and Louis Smidt.

EIAP status swells student numbers

Student numbers have escalated since the University of Pretoria gained Endorsed Internal Auditing Programme (EIAP) status in 1999. That year, nine students enrolled for the BCom (Hons) Internal Audit Programme, compared to 65 students in 2003.

This programme is mainly taught by lecturers who are in practice and have themselves obtained the CIA qualification. Only students who plan to obtain the CIA qualification are allowed into the programme. They have to obtain the BCom (Hons) Internal Auditing after one year of full-time study and they are obliged to complete their internship during June/July. Six students who graduated in 2003 obtained the CIA qualification in May 2003.

The EIAP Advisory Board's 13 members – mainly chief audit executives – meet four times a year and together with the IIA SA, they contribute greatly to the success of the EIAP.



Prof. Chris Harmse, newly appointed Director of ITPC for 2004.

ITPC flying high over the investment and trade landscape

The Investment and Trade Policy Centre (ITPC) was officially established at the beginning of 2003. In its first year of existence, the ITPC hosted the second intensive training session with the World Trade Organisation (WTO) and the United Nations Conference on Trade and Development (UNCTAD).

In the foreseeable future, the ITPC will be the partner for the programmes of the WTO and UNCTAD and a number of other research possibilities have grown from this relationship.

The International Monetary Fund (IMF) has decentralised its training programme in Africa by establishing four centres in North Africa, Tanzania, Senegal and South Africa. It was suggested that Pretoria will host the South African chapter and that the ITPC may be the preferred collaborating institution for required training. The World Bank and the ITPC have joint research projects in the area of Agriculture Economics as well as other trade projects. The International Trade Centre (ITC) in Geneva has also established a relationship with the ITPC and a number of projects have already been defined. Definite needs have already been identified in the Department of Trade and Industry (DTI) and numerous discussions were held with officials in the areas of research and training. Research will also include a number of fellowships provided by the DTI for black students to register for specific research in the areas of interest within the Department. A Memorandum Of Understanding in this regard, effective from April 2003, was drawn up by the DTI. The research findings will be published regularly in working papers of the ITPC and other journals. This capacity building programme is likely to be extended to other institutions. The ITPC has been tasked to provide the DTI with a proposal to offer a complete training programme for trade attaches in the Department.

Within a year, the ITPC has placed itself on the forefront of research and capacity building in the areas of investment and trade. The projects in process will make the ITPC financially viable and will also greatly contribute to the existing and future capacity of South Africa and Africa. These projects will meet the challenges presented by a globalised marketplace for goods, services and investment flows.

SATI winter programme

South African Tax Institute which is located in the School for Economics Sciences, hosted its Annual Winter Programme in June 2003. The programme was praised by all the participants. Feedback received confirmed that the SATI Winter Programme is making a substantial contribution to Africa's growing need for training and education in tax issues.

The aim of the programme was to provide quality specialised short courses in current tax issues to middle and senior government officials.

The following seven modules were offered:

- Comparative Tax Policy
- Introduction to International Taxation
- Public Finance and Economics of Taxation
- Tax Analysis and Revenue Forecasting
- Comparative Tax Administration
- Advanced International Taxation
- Value-Added Tax

The programme was attended by 150 module registrations from 11 different countries throughout Africa, including institutions such as the Harvard Law School's International Tax Program, Bilkent University, University of Pretoria, University of South Africa, University of the Witwatersrand and the Kenya Institute for Policy Research and Analysis.



Prof Nick Schoeman, Director of SATI is being praised for the substantial contribution SATI made to Africa's growing need for training and education in tax issues.

DTI agreement will UNLOCK STUDENT potential



The Department of Trade and Industry (DTI) and the Investment and Trade Policy Centre (ITPC) of the University of Pretoria entered into a Memorandum of Understanding (MOU) in November 2003. Mr Samuel Mafadza in the capacity of Director of Research and Management Unit of the DTI signed the official document with Prof. Ronèl Rensburg, former Deputy Dean of the Faculty of Economic and Management Sciences, Prof. Chris Harmse, School of Economic Sciences and Dr Eltie Links, Director of the ITPC.

The MOU consists of two parts. Firstly, it involves the introduction of a joint fellowship programme between the ITPC and the DTI. The purpose of the programme is to leverage the resources within the University, by utilising the capacity of the pool of black graduate students to do research for the DTI. The advantages of this programme are twofold. It will improve the selected students' ability to conduct research to meet the DTI's needs; thereby promoting policy awareness and it will build research capacity and competence at the University in order to unlock the full potential of the selected students.

Mr Samuel Mafadza; DTI Director Research and Management Unit, Prof. Chris Harmse; School of Economics, Dr Eltie Links; Director ITPC, and Prof. Ronèl Rensburg; former Deputy Dean, Faculty of Economic and Management Sciences.

Tools for economic policy analysis made available to Africa

The Policy Analysis, Leadership and Management Programme (PALMS), a joint venture between the School of Economic Sciences and the School of Public Management and Administration, is partly sponsored by the FORD Foundation.

This programme aims to train public officials in economics, public management and administration. It seeks to equip participants with all the necessary quantitative and management tools to perform economic policy analysis and project implementation. The programme involves a visit to the African Economic Research Consortium (AERC) in Nairobi, where officials will attend a course offered by the AERC. The students in the programme are from throughout Africa and the outcome of the programme will be to contribute to the capacity of the public sector of Africa.

Ali Haeri Mazanderani and Bin Zheng, post-graduate students from UP were the first students to study at the Georgia State University (GSU) as part of the four-week PALMS summer programme in May 2003.

This programme will also define the DTI and the University's roles as catalysts for training potential historically disadvantaged researchers.

Secondly, the MOU formalises and establishes a strategic partnership between the DTI and the University of Pretoria as a Research Advisory Committee member. The ITPC will conduct research on behalf of the University of Pretoria and the DTI on the following priority themes:

- Foreign direct investment and investor confidence
- Export promotion
- The service sector
- Immediate job creation.

This joint research programme will also include joint participation in conferences, courses, workshops and other meetings of mutual interest, as well as the running of capacity building courses especially on trade related issues.

The ITPC regards the involvement of the DTI as very important and cannot function successfully without their support and approval. Future projects on developing trade negotiation courses through ITPC are being discussed.

Together with the United Nations Conference on Trade and Development (UNCTAD) and the World Trade Organisation (WTO), the ITPC is the co-presenter of the annual intensive training session for negotiators of international investment agreements for Anglophone Africa. The Department of Foreign Affairs have also contracted the ITPC to develop and present an annual course for the Commercial Diplomacy module for prospective diplomats in the training programme.

The NEPAD Secretariat has engaged the ITPC in a project sponsored by the UNDP for assisting the Secretariat and has been contracted to do a Market Access study for NEPAD.

The USA has invited Dr Eltie Links and Prof. Chris Harmse to a briefing session of US ambassadors stationed in the SACU countries on various aspects of the envisaged Free Trade Agreement between the USA and the SACU countries. Possibilities are being explored for the ITPC to render continued assistance in researching the effects of liberalisation on the various sectors of the SACU economies. Such research could also be commissioned by the member states of SACU.

PORTUGAL, here we come



Back row: left – right: Ms Liza Hoole, Prof. Crystal Hoole, Mr Danie du Plessis and Mrs Yvonne du Plessis, Mrs Elize Brand and Prof. Hein Brand, Ms Renita Venter, Mrs Valerie Vermeulen and Prof. Leo Vermeulen, Mrs Annemarie de Beer and Prof. Hannes de Beer. Front row: left – right: Mrs Annemarie Marais, Mr Deon Steyn, Dr Dawie Marais, Ms Cecilia Meyer, Mrs Blyde Basson and Prof. Johan Basson.

Prof. Leo Vermeulen, Head of the Department Human Resources Management, together with seven of his staff members and their spouses, as well as three master's students attended the 11th Congress of the European Association for Work and Organisational Psychology in Lisbon, Portugal, in May last year. The theme of the conference was: "Diversity in a Global Context" and the Department delivered 13 papers.

The delegates attended a large number of presentations by academics from other universities and concluded that South Africa and specifically University of Pretoria maintains an extremely high standard of research. It was also apparent that South Africans manage

to create a balance between purely academic research and applied research.

The team was able to do some sightseeing as well. The Fado was charming and the Portuguese sardines were delectable. The country is steeped in history that also forms part of our South African heritage. The team thoroughly enjoyed the opportunity of experiencing this first hand.

Training takes the bite out of our differences

A literature study conducted by Prof. Hannes de Beer, associate professor of the Department of Human Resources Management, Mr Deon Steyn and Mrs Annemarie de Beer looked at diversity in the workplace and found that this is a multi-faceted concept that continues to evolve as more industries move toward a global marketplace.

The Department of Human Resources Management at the University of Pretoria is one of the few institutions in South Africa that offers training on issues of diversity at both undergraduate BCom (Human Resources Management) and post-graduate MCom (Human Resources Management) levels.

Most people believe that every human being is of equal worth, entitled to the same

privileges and opportunities irrespective of race, gender, disability or age. This fundamental belief has obviously led to changes in management practices relating to recruitment, training and retention of employees who reflect the changing face of the workforce.

Inequalities still exist for employees within organisations due to stereotyping and preconceived ideas about people based on race, gender, religious or cultural origins, and more. Diversity consciousness is an attitude organisations and their staff must adopt to allow them to change their basic concepts about employees and convert "them" into "us".

Organisations need to provide employees with the competencies to work together effectively in diverse work teams. These competencies are mainly transferred through awareness and skills training programmes.

Managing diversity gives employees opportunities and ensures that they are judged fairly on their skills, talents and contributions, thereby addressing expectations and removing biases and stereotypical behaviour. More emphasis is placed on what employees do and less on who they are.

Mr Deon Steyn, Mrs Annemarie de Beer and Prof. Hannes de Beer looked at diversity in the workplace and found that this is a multi-faceted concept.



Too **FEMININE** to fly?

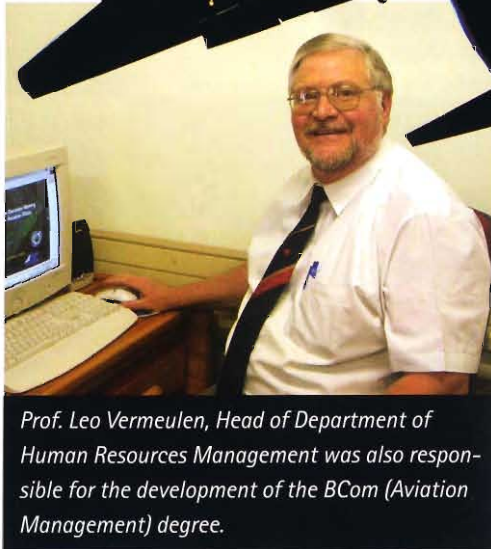
A research study, titled "Attitudes towards female pilots: A cross-cultural study" was initiated by Prof. Leo Vermeulen, Head of the Department of Human Resources Management, together with participants from universities of Western Sydney and Tromsø and the Atlantic Coast Airlines, USA.

In South Africa the study will benefit and enhance current training in human factors at approximately 45 flight schools, as well as the academic programme in aviation medicine and aviation management at the University of Pretoria. It will also contribute to the goals of the Institute for Women's and Gender Studies at the University. Overall it will provide information to enhance effective crew training and assessment, instructors' training and human resources policies in aviation organisations.

The project will also be used to develop students' research capacity and skills. It is envisaged that students enrolled for the post-graduate programmes in Human Resources Management will participate in the research.

The background to the study is as follows: Some career fields which can be labeled non-traditional for either women or men, have such a large number of individuals of one sex that they are an alien environment for those who do not constitute the majority group. Such career fields tend to perpetuate gender bias. Aviation, a male-dominated career field, is a good example.

The US Military only introduced female pilots and female crewmembers on military aircraft in 1994 and the South African Air Force only followed suit in 1996. Recent changes in governmental and labour policies are encouraging more women to become aviators. The problem is that neither men nor women who work in these fields can easily



Prof. Leo Vermeulen, Head of Department of Human Resources Management was also responsible for the development of the BCom (Aviation Management) degree.

adjust their attitudes, prejudices and behavioural styles to meet the demands of a two-gender workplace.

Therefore, the purpose of this cross-cultural study on the attitudes towards female pilots is to develop an instrument to measure gender-related attitudes in aviation within and amongst different countries.

The main objectives are:

- To develop a valid reliable instrument to assess the attitudes of female and male pilots regarding gender-based issues in aviation;
- To obtain empirical data about the gender attitudes of a cross-cultural survey;
- To identify areas in which female and male pilots agree (converge) or disagree (diverge) regarding gender issues;
- To determine whether the average gender attitudes scores of aviation differ as a function of different pilot-related variables;
- To use the research results to increase crewmembers' understanding of gender-related bias in order to enhance flight safety and efficiency.

A multiple research approach, designed to tap into the broad range of variables involved, will be used in this study.

The first phase of the project will consist of a comprehensive literature survey to provide a conceptual basis for the study. This phase is already in progress. In the second phase, relevant areas of gender-based issues in aviation will be identified. In the third phase items will be identified and generated to assess the attitudes of aviators in each of the dimensions. In the fourth phase the questionnaire will be applied in three different countries, South Africa, Australia and the USA. In the fifth phase, the responses of a random sample will be statistically analysed to obtain an indication of the factor validity of the questionnaire, to eliminate poor items and to determine the reliability of the questionnaire as a whole, as well as for the different factors.

The factor structure of the final questionnaire will be evaluated for each of the samples within the different countries to ensure that a valid instrument is developed for a cross-cultural survey. In the sixth phase the data of the total research group will be statistically analysed by means of descriptive, comparative and associational statistics to address the objectives of this project.

Centre of excellence

exists at the Department of Business Management

The University of Pretoria was one of the first universities to introduce procurement management into its curricula in the 1970s. The programmes are accredited by the European Certification Board for Logistics (ECBL), who acts as the custodian of standards for the European Logistics Association (ELA). The ECBL programmes give learners membership of the Chartered Institute of Logistics and Transport (CILT) with their headquarters in the United Kingdom.

The ECBL programmes consist of three levels: Programme in Supply Chain Management (one year), Advanced Programme in Supply Chain Management (one year) and the Master's Programme in Supply Chain Management (18 months). The course year

of the Master's Programme ran from January 2002 – June 2003. The Chair in Logistics was initiated in 1989 by Dr Pieter Nagel and currently operates as the Unit for Supply Chain Management within the Department of Business Management.

An award ceremony for the Master's Programme was held at the University on 21 October 2003.



*Top three students of the class of 2002:
From left: Mr Riaan von Wielligh; PFG
Building Glass, Mr Barry van Staden;
Roadway Logistics, and Mr Johan Schafer;
Woolworths.*



*Prof. Ronèl Rensburg, former Deputy Dean of
the Faculty of Economic and Management
Sciences, awarded the first prize to Mr Barry
van Staden as top student of the class.*

TOURISM month came alive with POSSIBILITIES



The students and staff of the Departments of Tourism Management and Consumer Sciences at the University of Pretoria actively participated in last year's Tourism Month and the Alive with Possibilities campaign.

The third-year Tourism Management students hosted a Potjiekos competition on 11 September 2003 which represented a variety of culinary inspirations from ten different countries.

The Food Management students of the Department of Consumer Sciences prepared African-inspired dishes, reflecting local and regional cuisine which was served in the restaurant at the Department of Consumer Science. A fashion show was held during the meal with the Clothing Management students modeling African-inspired outfits made and designed by themselves. The Interior Merchandise Management students produced the African-inspired décor in the restaurant and on the tables.

Tourism Management students also painted a 500-metre banner, in partnership with all departments in the Faculty of Economic and Management Sciences and various schools in the area. Every student and school group received 20 meters of paper to decorate with themes from the "Alive with Possibilities" initiative. On 11 September the painted banner was wrapped around Tourism House, home to the Department of Tourism Management at the University of Pretoria.

A highlight of Tourism Month was the Annual Gala Dinner, which was organised by the Tuks Tourism Students Association (TTSA). The dinner took the form of a back to nature experience and was held at the Safari Garden Centre on 13 September 2003.

The Department of Tourism Management at the University of Pretoria, which is the first World Tourism Organisation (WTO) TedQaul certified Tourism Education Institution in Africa, is not only committed to providing globally competitive tourism programmes, but also continues to add value to tourism initiatives at industry and community level.



It's a wrap - The 500m banner being wrapped around Tourism House, at left is Prof. Jan van Heerden with Mrs Marianna de Jager and Mrs Marita Blom watching Ms Elnè Uys, Tourism Management student and Prof. Ernie Heath, Head of Department of Tourism Management doing all the work.

Corporate travel management in the SPOTLIGHT

Prof. Berendien Lubbe of the Department of Tourism Management undertook a study on corporate travel management in selected South African organisations. She also developed a conceptual model for effective corporate travel management as part of this study.

Prof. Lubbe presented the results of this survey to an industry forum organised by the Association of Corporate Travel Executives (ACTE). It was well-received by leaders in business and the travel industry, since it was the first survey of its kind in South Africa. It has also established the Department of Tourism Management as a centre of progress and specialisation in this field.

Centralising the corporate travel function in organisations with substantial travel expenditure is becoming an established practice worldwide. An investigation into the current status of corporate travel management in South African organisations confirms this

trend. However, in contrast to those in the USA, corporations in South Africa have shown a minimal adoption of self-booking tools that allow corporate travelers to make their own arrangements through direct contact with global distribution systems or suppliers inventory systems, using corporate intranets and wireless application protocol. More importantly, it appears that some corporations currently do not encourage corporate travelers to use self-booking tools. The research shows that the corporate travel agency is still in a strong position as the preferred distribution channel. Based on secondary research and supported by these results, the research proposes a conceptual model for successful corporate travel management where the conflicting values of all participants (corporation, travellers, corporate travel management company and suppliers) are managed. Effective corporate travel management leads to commitment by all participants to appropriate action and goal attainment.

This study covered the needs and policies for corporate travel from the corporation's point of view. A subsequent study conducted during 2003 by a post-graduate student in the Department of Tourism, under the guidance of Prof. Lubbe determined the needs of corporate travellers. The results of this study confirmed that corporations' values as addressed in company travel policy are not always compatible with those of the corporate traveller.

To enable the study to develop into a benchmark for industry, a further survey on the status of corporate travel in South Africa is planned for 2004.

Prof. Berendien Lubbe of the Department of Tourism Management taking care of corporate travel management.



Visit to Saudi Arabia paves the way for collaboration

In August 2003 Prof Ernie Heath, Head of the Department of Tourism Management, visited Saudi Arabia at the invitation of the Prince Abdulaziz Bin Fahad, Secretary General of the Supreme Commission for Tourism in Saudi Arabia. During his visit he made presentations

and facilitated workshops on strategic destination marketing approaches and practices.

Based on the positive outcomes of this visit, senior tourism officials from Saudi Arabia will be participating in short courses and undertaking educational visits to leading tourism provinces in South Africa during the early part of 2004. These short courses and educational visits will be facilitated by the Department of Tourism Management and BE@UP. Various other collaborative opportunities between the Supreme Commission for Tourism in Saudi Arabia and the University are also currently being explored.



MAN in BLACK - Prof Ernie Heath, Head of the Department of Tourism Management during his Saudi Arabia visit.

Pretoria, Tshwane or 'Can Do' city?

Put the money where the people are

If we had unlimited funds and no burning socio-economic challenges, we could possibly indulge in the luxury of lengthy debates around city name changes and other controversial issues.

The reality, from a Pretoria perspective, is that we are faced with major challenges, including the establishment of a shared vision, a sense of togetherness and community pride and passion among all the people of the area. It is necessary for the community to take individual ownership and start creating a winning city to the benefit of all residents. We also have to generate sustainable economic growth, entrepreneurship and community upliftment, particularly amongst previously disadvantaged stakeholders. We need to combat violence and crime, which, if not addressed in an integrated and concerned manner could cripple the city and brand and position it as a crime capital. We need to work on providing appropriate and accessible medical, social, educational and infrastructure facilities and services, and much more.

Although one can appreciate some of the sentiments for wanting to change a city's name, it is vital to consider it within a longer-term strategic context and to weigh all the pros and cons - not only from a political, but also from a financial and broader community perspective.

Let us not forget that a name change

Article by: Prof Ernie Heath, Head of Department of Tourism Management

could, among others, result in a short and medium-term loss of brand recognition, brand value and destination image virtues that have been built up over time and are worth many millions, both locally and internationally. This could come at a time when competition among destinations is intensifying.

Polarisation and division in the broader community, which by all indications will intensify and for a considerable time, will consume energy and erode productivity, while certainly detract from the focus on the key drives of growth and prosperity for the city.

Actual and opportunity costs of renaming and re-branding the city can very easily run into hundreds of millions of rands for not only the public sector, but also for every single business, educational institution and local citizen, who will be contributing to the new financial burden, both directly and indirectly.

A major identity and branding crisis could be in store for leading educational institutions, such as the University of Pretoria, Pretoria Boys High School, Pretoria Girls High School, to name but a few. Considerable time, energy and money will also have to be spent on many levels to implement and manage the re-branding process, to change all signs, stationery, websites and so on.

Should we not now turn the debate and intended investment in the name change into a positive opportunity to take the city and its people to a next level?

Why not use the funds allocated to the intended name change initiative as seed money to form a partnership with the private sector (on a rand-for-rand basis) to embark on, among others, a major internal marketing drive to sell the city to the people of the city? This initiative could be used to establish a shared vision among all stakeholders and to implement innovative and imaginative community involvement and upliftment projects that are tangible and that will result in a better life for all. A major external marketing drive could be undertaken to reposition Pretoria in both the local and international marketplaces as a vibrant and progressive place, alive with opportunities and a great place to stay, to visit, to do business and to invest in.

We could, if we wanted to, very easily move to the forefront of progressive cities and become the 'Can Do' city. Likewise, we could agree that in our city not one of us is as good as all of us; every one of us can make a difference; and if we do not make a difference, we do not matter. We could adopt the slogan 'Lets build tomorrow tighter from many people's strength'. The time is right and the window of opportunity is open.

Focus moves to Third World PR

Prof. Ronèl Rensburg, former Deputy Dean of the Faculty of Economic and Management Sciences and an expert in management and public relations, is currently investigating the field of public relations on the African continent. Previous studies, saw PR as mainly American and First World orientated.

During an international public relations symposium held in 2000 in Bled, Slovenia, leading specialists and academics in the field decided that other approaches to the study of PR should be investigated to include Asian, Eastern European and African perspectives.

Prof. Rensburg was responsible for documenting the perspectives from Africa in ongoing research of the theory, teaching and practice of PR in countries on the African continent. Research to date has concentrated on the functional approaches to public relations



Prof Ronèl Rensburg

(mainly on technician roles in the field, as well as on operational outcomes of the process). European and American views place a stronger emphasis on the critical approaches to public relations (its strategic role and intent – taking into account political, socio-economic, cultural and ethical impacts).

The African approach to public relations could make a contribution to aspects such as development, government communication, health issues (especially HIV/AIDS) and ethics.

Public relations practitioners and educators could have a very powerful impact on the African continent if a concerted effort is made to address Africa's poor international image. South Africa is currently the most developed country in sub-Saharan Africa and could be regarded as the trend-setter of the African continent in the area of public relations education and practice.

Communication training gets the creative touch

During the first half of 2003, a team of facilitators of the Department of Marketing and Communication Management consisting of Ms Louise Bezuidenhout (back right), Mr G.P. van Rheede van Oudtshoorn and Ms Gené van Heerden (back left) presented various training courses in communication.

The training for blue collar workers took place at a construction site in Richard's Bay at the Hillside Aluminium Expansion Project where the largest aluminium smelter in the southern hemisphere was built.

The training focused on basic communication skills, in particular intrapersonal, interpersonal, intercultural and team and leadership communication. Ms Melani Prinsloo (front), Department of Marketing and Communication Management, identified the focus areas through a behaviour, attitude and knowledge survey that she conducted.

Due to the fact that most of the workers were Zulu speaking, a local community member, Mr Bongani Ntombela was used as translator. The training sessions took on a very



interactive nature, which facilitated experiential training. The outcome proved to be so successful that the team was asked to return for another round of training.

Parallel to the communication training, health issues were addressed via industrial theatre. The quality of the industrial theatre was enhanced by the use of local actors and a local director, Mr Ntando Mhlongo, a Master's student in drama at the University of Zululand. The impact was phenomenal and it was obvious from the audience's reaction that the message really hit home.

Both the communication training and the industrial theatre projects proved to be a learning experience. During community service such as this, multidimensional learning takes place amongst all stakeholders, ranging from the facilitators, empowered partners and the community.

Ambassador in advertising

Mr Pierre Viljoen was nominated as a candidate for the Laureate Award at the Alumni Laureat function held on 22 November 2003. Prof Flip du Plessis, Head of the Department of Marketing and Communication Management accepted the award on his behalf.

While making his mark in an extremely competitive industry, Mr Pierre Viljoen, alumnus extraordinaire has always been actively involved with his alma mater. He is a major donor of the University on a continuous basis and has played a significant role in establishing the Chair in Marketing at the University. Mr Viljoen was awarded the Chancellor's Medal in 1994.



Mr Pierre Viljoen

SPMA hailed as a MAGNET of excellence

Prof. Sibusiso Vil-Nkomo, Executive Director: Fundraising hailed the School of Public Management and Administration (SPMA) as a magnet of excellence during its tenth anniversary celebrations in 2003.

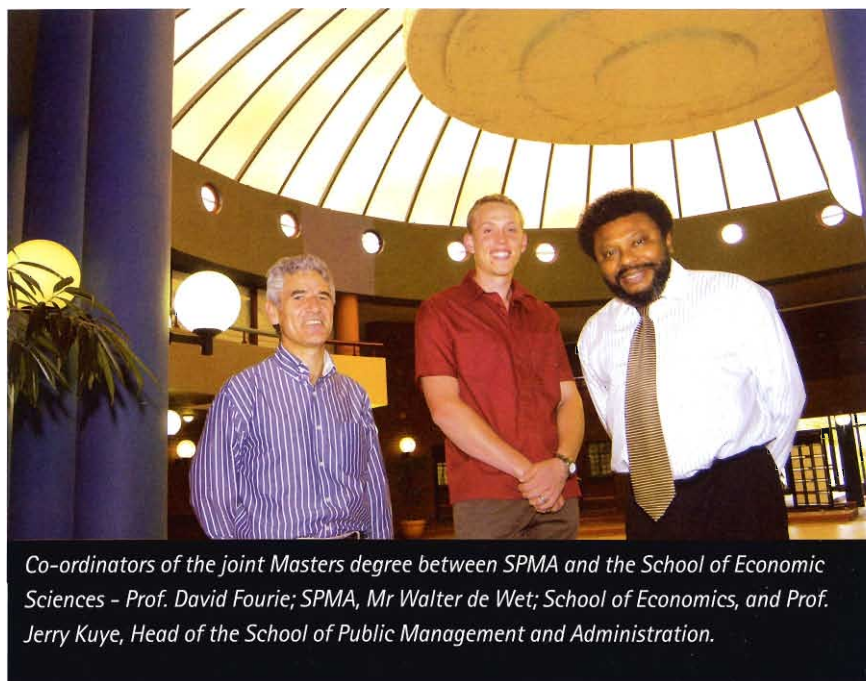
Prof. Vil-Nkomo commended the work done by Prof. Chris Thornhill as the first Director of SPMA. After Prof. Vil-Nkomo left SPMA, Prof. Kuye took over as Director and has made significant contributions to the development of the school.

The School has established itself as a magnet of excellence in public sector education. Prof. Vil-Nkomo expressed his excitement about the joint master's degree between SPMA and the School of Economic Sciences. This joint effort is a clear indication of the importance of economics in public services. "We live in a competitive global environment, which manifests itself through globalisation and the knowledge economy," said Prof Vil-Nkomo. Education and research in the public sector must reflect an understanding of the knowledge economy.

The PhD in Public Affairs represents a key innovation in higher education at SPMA. This programme has come of age and is used as a model by colleagues at the University of Pretoria and other universities in South Africa wishing to establish similar programmes.

The calibre and quality of SPMA was showcased by granting an Honorary Doctor of Administration (Honoris Causa) degree to the Honorable Andrew Young. Ambassador Young was a contemporary of the late Dr Martin Luther King Jnr. He also distinguished himself in the civil rights movement, as ambassador of the United Nations, mayor of Atlanta, Georgia, businessperson and public servant.

Finally, Prof. Vil-Nkomo urged SPMA to continue in its role as leader in higher education.



Co-ordinators of the joint Masters degree between SPMA and the School of Economic Sciences - Prof. David Fourie; SPMA, Mr Walter de Wet; School of Economics, and Prof. Jerry Kuye, Head of the School of Public Management and Administration.

Minister lauded for outstanding achievements

Minister Geraldine Fraser-Moleketi, Minister of Public Service and Administration was lauded for her achievement in public service and her contribution to community, national service and public administration at a ceremony organised by the School of Public Management and Administration (SPMA) on 4 December 2003. Prof. Jerry Kuye, the Director of SPMA said that this award was not only made to recognise the tenth anniversary of SPMA, but also the tenth anniversary of democracy in South Africa.

Prof. Calie Pistorius, Vice Chancellor and Principal of the University of Pretoria said that the minister's achievements in public service and this award were in line with the vision of the University. The University strives to be a leader in higher education that is recognised internationally for academic excellence and a focus on quality. It also endeavours to be a university known for international competitiveness and local relevance through continuous innovation. This University also aims to have an inclusive and enabling, value-driven organisational culture, that provides an intellectual home for the rich diversity of South African academic talent.

Prof. Carolina Koornhof, Dean of the Faculty of Economic and Management Sciences, commended the minister for her contribution in the development and the transformation of the public service in South Africa.

Minister Fraser-Moleketi said that she accepted this award not as an individual, but on behalf of all the public servants who ensure that the basic values and principals in the public service are met. "This would have not been possible without the public servants across the country", she said. The public service is dedicated to serve the people of this country.



SPMA celebrates ten years of excellence

The School for Public Management and Administration (SPMA) celebrated its tenth anniversary in 2003. Part of the festivities included a colloquium with the theme, "Africanising Public Administration: Issues for leadership and good governance", that was hosted on 20 and 21 October. Minister Geraldine Fraser-Moleketi of the Department of Public Service and Administration opened the colloquium with an address entitled: "The

developmental nature of Public Administration".

The anniversary celebrations focused on excellence and academic achievement in the discipline of Public Administration and honoured distinguished alumni, commemorated dedicated employees and paid homage to all who have been associated with the School in the past ten years.



Photographed at the colloquium which formed part of the 10th anniversary celebrations - from left Prof. O Bouare (HSRC), Prof. H Kroukamp (UOVS), Prof. P Franks (University of the North), Minister Geraldine Fraser-Moleketi (Department of Public Service and Administration) and Prof. J Kuye (Director of SPMA).

GORDON INSTITUTE OF BUSINESS SCIENCE

Advanced business scholars to benefit from **NEW DEGREE**

The University of Pretoria will offer a Doctor of Business Administration (DBA) degree through the Gordon Institute of Business Science (GIBS) as from this year.

The DBA is intended for advanced scholars of business science wishing to pursue post-MBA studies to a higher academic level through specialised study and independent research.

The curriculum for the DBA at GIBS spans three and a half years of intensive study on a part-time basis. The first year is devoted to direct study involving prescribed readings,

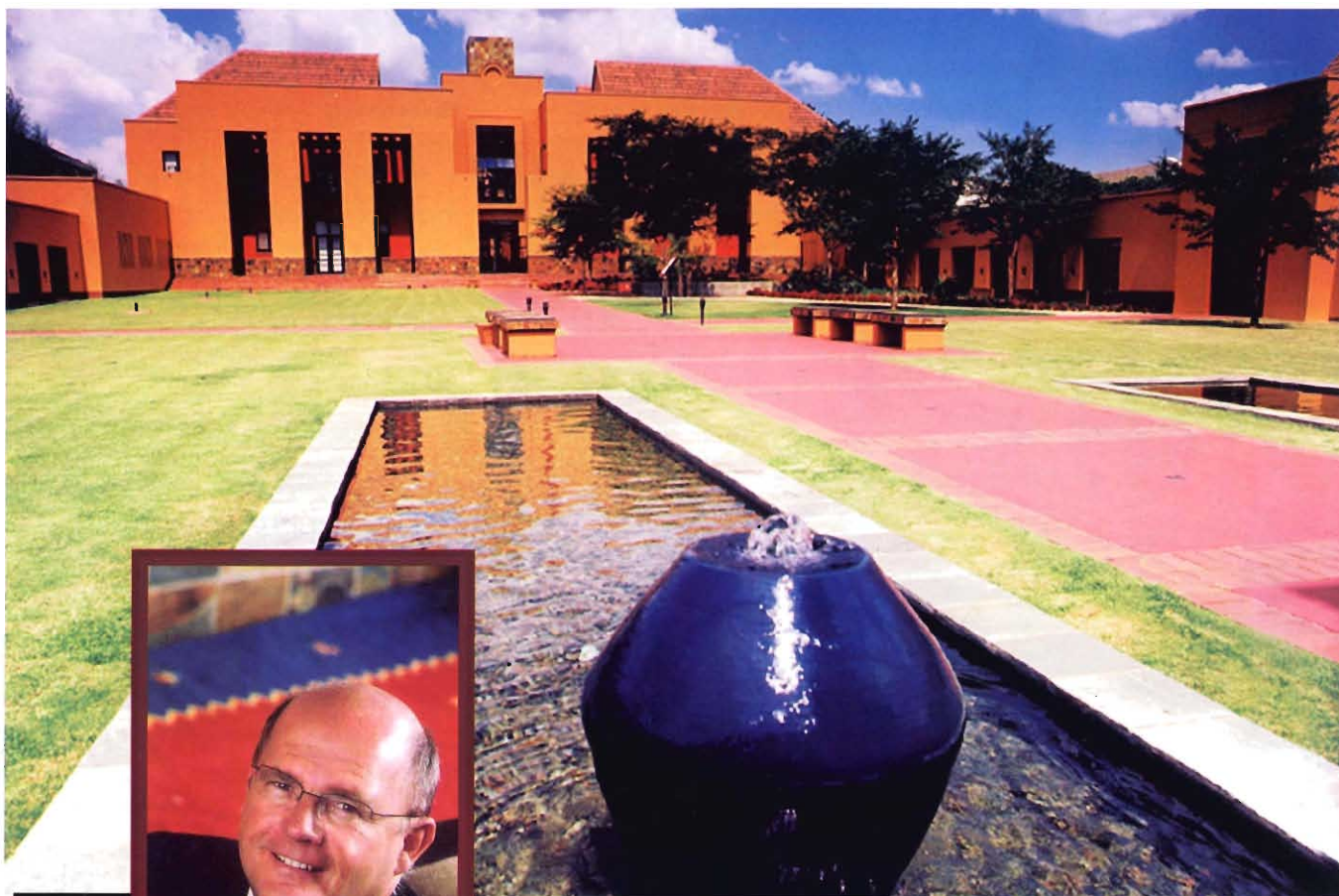
written assignments and class seminars. Four core modules on research methodology and two core and three elective modules in specialised areas of business administration must be successfully completed before the student is ready to embark on independent research. Two and a half years are provided for original, empirical research leading to a doctoral thesis and article for publication in an accredited academic journal.

The University of Pretoria established GIBS in Illovo, Johannesburg in 2000, to meet the challenges facing South Africa's business executives. GIBS is widely acknowledged as one of the centres of business education excellence in southern Africa, due to its purpose-built campus, comprehensive facilities, approach to business philosophies, the quality, structure and diversity of its courses and the high standard of faculty, both resident and visiting.

"GIBS is a fully-fledged business school that is academically rigorous, entrenched in Africa but international in orientation, and



Continued on back page



Prof. Nick Binedell, founding director of GIBS.

works in close partnership with the country's business sector to directly enhance corporate competitive performance. The dynamic mix of quality full-time and part-time faculty with their significant industry experience, combine to give students a diverse, relevant and intensive learning experience, which integrates theory with practice," says Prof. Nick Binedell, founding director of GIBS.

Worldwide there is growing demand for dynamic executives who want to shape their own futures by obtaining the MBA qualification. The GIBS MBA, a world-class two-year business degree structured to be innovatively different, delivers the necessary strategic capabilities.

Liza Strong, class president for the 2002/2003 MBA group, believes the GIBS modular design is perfect for executives who are expected to continue performing within their work roles and at the same time gain a meaningful qualification. "The standard of

education and learning at GIBS is very high; lecturers and students are put through a rigorous selection process and the school is committed to ensuring that standards remain consistently high as the GIBS MBA becomes increasingly popular in the marketplace", she said.

Strong believes the quality of learning from classmates at GIBS is a tribute to the way the school selects students who have a passion for building expertise, sharing knowledge and helping others to learn.

GIBS has also attracted widespread interest and support from leading South African businesses as well as executives seeking to develop their business and professional skills. GIBS is extremely well positioned within the local business community and Prof. Binedell has established a business model for the school which is highly effective in terms of visibility, exposure and credibility.

It also provides the business community with a comprehensive and holistic service including the highly regarded GIBS Forum, GIBS Seminars and the Nexus Leadership Programme.

"The GIBS Forum enables invited executives to remain at the cutting-edge of what is happening in the world. It provides them with a platform to gain further understanding of the fast-paced business environment, to take part in vigorous debates on key economic issues, to share best practices of innovation and leadership and the opportunity to network and build quality business relationships," says forum and seminar coordinator, Michael Goldman.

The Nexus Leadership Programme is an exciting new leadership development initiative born out of the need to develop leadership talent amongst high potential South Africans. "Nexus, which is by invitation only, creates an opportunity for top young (28 to 35 year old) executives to meet, debate, share knowledge and network with the aim of building up the future leadership of South Africa," explains Colleen Bowker, Nexus coordinator.

GIBS is also involved in a variety of events, including the annual GIBS Business MasterMinds contest and the GIBS/Liberty/Femina MBA Bursary, which sees an outstanding woman being awarded a bursary to study for a GIBS MBA.