

# communiqué

FAKULTEIT EKONOMIESE EN  
BESTUURSWETENSKAPPE

FACULTY OF ECONOMIC AND  
MANAGEMENT SCIENCES



BUILDING  
a brighter  
FUTURE



Captain of industry  
honoured



2005  
buoyant economy  
**INVESTOR**  
TAX confidence  
relief

all new **ADVISORY BOARD**

2005

## The shared vision and six key building blocks for the FACULTY OF ECONOMIC AND MANAGEMENT SCIENCES

### *Our shared vision*

To be at the cutting edge of economic, financial and management education and research.

### *Our academic commitment*

Building a brighter future through our six key building blocks.

### *Our six key building blocks*

In pursuance of our vision and values, as reflected in our six building blocks, WE WILL:

#### **Our staff**

Resource our Faculty with high calibre people who have the relevant scholarship and professional competencies, working together passionately in a positive nurturing and enabling environment.



#### **Our students**

Regard our current, prospective and past students as the essence of our being and develop and deliver programmes that ensure well-rounded people who are driven by sound values, are independent problem solvers and add value as part of the "innovation generation".



#### **Our research**

Build on the positive research growth trends in the Faculty to balance our research in basic and applied sciences in the private and public sectors.



#### **Our partnerships**

Follow an interdisciplinary approach, fostering partnerships and engaging our stakeholders in meaningful and beneficial relationships.



#### **Our innovation commitment**

Passionately celebrate diversity and embrace change in the spirit of viewing South Africa and Africa at large as "Alive with Possibilities".



#### **Our leadership**

Have responsible leadership that is visionary, inspirational and committed.



# communiqué

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2005



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## Communiqué

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## ENQUIRIES:

The Editor: Communiqué

Faculty of Economic and Management Sciences

University of Pretoria

PRETORIA 0002

Tel: (012) 420-3523

Fax: (012) 362 5194

E-mail: [doret.vanderwesthuizen@up.ac.za](mailto:doret.vanderwesthuizen@up.ac.za)

Editor

Sonja van der Waldt

Doret van der Westhuizen

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# From the desk of the Dean

**The year 2005 will be remembered in South Africa for the buoyant economy, increasing investor confidence, further tax relief and a national aspiration to raise growth in GDP to 6%. These sentiments were also demonstrated in exceptional increases in property prices and a strong bull market at the JSE Securities Exchange.**

The Faculty of Economic and Management Sciences contributed to our growing economy by supplying a steady growing number of future business leaders. During the year a total of 1456 undergraduate students and 646 postgraduate students received their degrees. We are also exceedingly proud of the 26 doctoral candidates who received their degrees at the spring and autumn graduation ceremonies.

The achievements of staff and students during the year were numerous and some of the highlights include:

- The Faculty redesigned and updated its webpage using OpenCMS, which allows staff members to update the webpage using MS Word.
- The branding of the six building blocks as well as our slogan, "Building a brighter business future", was incorporated into the webpage and faculty brochures.
- The Faculty identified an advisory board of ten members as a part of our broader corporate governance initiatives. Members have been briefed on the strategy and goals of the University of Pretoria and of the Faculty and we look forward to working together in building and strengthening our Faculty.
- The Faculty recommended Sir Donald Gordon for an honorary doctorate in recognition of his contribution to business in South Africa. Shortly after receiving his

honorary doctorate he was knighted by Her Majesty Queen Elizabeth II.

- The research output of the Faculty continued to increase and we expect to achieve our target of accredited articles for 2005. The Faculty methodology course EBW 801, designed to specifically prepare Masters and Doctoral students, was restructured and student enrolments increased substantially in 2005.
- A previous dean, Prof C Thornhill was recognised by the South African Association of Public Administration and Management as their distinguished Academic for 2005.
- Two of our alumni, Mr Johan de Nyschen and General-Major Keith Mokoape received Laureate awards at the annual Laureate Ball in recognition of the contribution they have made in their respective fields.
- Commercii, the Student Faculty House of Economic and Management Sciences, was established after the University decided to reinstate Faculty Houses to provide day students with a platform to partake in student life on similar grounds as students in residences. The enthusiastic founding members of Commercii envision a vibrant student environment for commerce students and members of the "Innovation Generation".



*Prof Carolina Koornhof, Dean of the Faculty of Economic and Management Sciences*

I would like to conclude by thanking the staff in the Faculty for their input and contribution to this edition of *Communiqué*. I hope that you will enjoy reading about the achievements of the Faculty of Economic and Management Sciences in 2005!

**c**



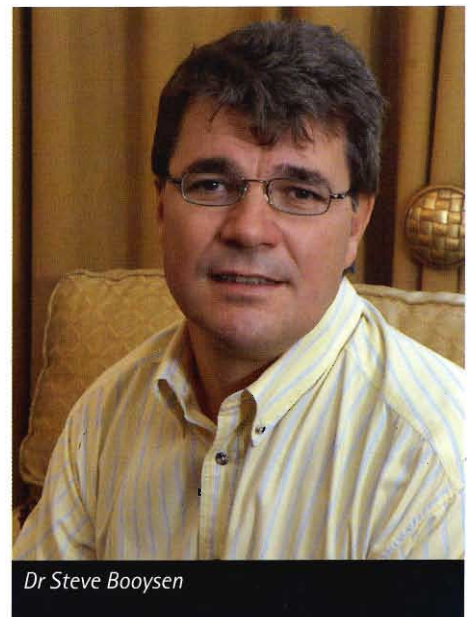
# A brand new Advisory Board for the Faculty

**The Faculty of Economic and Management Sciences is proud to introduce you to our new Advisory Board. The Advisory Board consists of ten members and forms part of the broader corporate governance initiatives in the Faculty.**

The Advisory Board advises the Faculty on issues regarding the educational, research and community service programmes of participating departments. This advice assists in the strategic positioning of the Faculty and in ensuring that the academic standards of the Faculty, schools and participating departments meet the quality and relevancy expectations of the private and public sectors. The members of the Advisory Board have been briefed on the strategy and goals of the University of Pretoria as well as those of the Faculty and the goal is to work together in building and strengthening the Faculty of Economic and Management Sciences. Below is a short resumé of each of the members of the Advisory Board of the Faculty.

## **Dr STEVE BOOYSEN**

**Group Chief Executive: Absa**



*Dr Steve Booysen*

Dr Booysen was appointed as Group Chief Executive Officer of ABSA in May 2004 after holding the position as Group Executive Director since 2001. He obtained a BCompt (Hons) from Unisa, a CA(SA) and a DCom at the University of Pretoria. After completing his articles with Ernst & Young (1980-1983), he became a Senior Lecturer in Accounting at the University of South Africa (1983-1988), a Senior Manager and Assistant General Manager: Finance at Trust Bank (1989-1992) and an Assistant General Manager in Group Finance at Absa (1992-1994). He joined Absa Corporate Bank (later Absa Corporate and Merchant Bank) in 1994, where he held positions as General Manager and Deputy Operations Executive until 2001. He was responsible for inter alia, Specialised Finance, Treasury, Corporate Lending, Corporate Finance and Offshore Banking Operations (UK, Germany, Hong Kong, Singapore and African operations). Dr Booysen is co-author of the well-known textbook Accounting Statements and Guidelines. He has been an honorary professor in the School of Accountancy at the University of Pretoria since 1988.

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## Communiqué speaks to everyone

The main purpose of Communiqué is to publish information about the Faculty of Economic and Management Science's activities during an academic year and to make this information available to all stakeholders of the Faculty, including our alumni. The magazine is also distributed to international companies, students and universities with which the Faculty has formal agreements. Communiqué has been an English magazine for the past few years, but we are proud to announce that the current and future versions will also contain articles in Afrikaans with a short summary in English. The latest Communiqué will also be available on the Faculty's website as soon as it has been published. Please visit our website at [http://www.up.ac.za/up/web/en/academic/economic\\_management\\_sciences/](http://www.up.ac.za/up/web/en/academic/economic_management_sciences/).

## Communiqué praat met almal

Die hoofdoel van Communiqué is om inligting oor en aktiwiteite van die Fakulteit Ekonomiese en Bestuurswetenskappe gedurende die afgelope jaar bekend te maak aan al die belangegroep, insluitend alumni van die Fakulteit. Die tydskrif word ook aan internasionale maatskappye, studente en universiteite, met wie die Fakulteit formele ooreenkomste het, gestuur. Communiqué was die afgelope jare net in Engels beskikbaar, maar ons is trots daarop dat die huidige en latere uitgawes van Communiqué ook Afrikaanse artikels, met 'n kort opsomming van die artikel in Engels bevat. Die nuutste weergawe van Communiqué is ook op ons Fakulteit se webblad beskikbaar. Besoek ons webblad gerus by [http://www.up.ac.za/up/web/af/academic/economic\\_management\\_sciences/](http://www.up.ac.za/up/web/af/academic/economic_management_sciences/).



*Dr Johan van Zyl*

**Dr JOHAN VAN ZYL**  
**President & Chief Executive Officer**  
**Toyota South Africa**

Dr van Zyl joined Toyota SA in 1993, as Director: Vehicle Sales and Dealer Network, after earning a Doctorate in Commerce degree in Marketing Management from the University of Potchefstroom, where he subsequently worked as associate professor at the Post-Graduate Business Management School before joining Toyota. He was appointed Group Marketing Director in March 1995 and promoted to Managing Director: Vehicle Marketing in 1996. He took up the post of Managing Director: Toyota (SA) Marketing a year later. In January 2002 he was promoted to the position of President and Chief Operating Officer and became President and Chief Executive Officer of Toyota SA Motors in August 2002. Dr van Zyl has travelled extensively to Japan, Europe and the United States on business, extending his knowledge of the global automotive industry.



*Mr Elias Masilela*

**Mr ELIAS MASILELA**  
**Executive Head: Stakeholder Strategy at Sanlam**

Mr Masilela holds a Bachelor of Arts degree in Social Sciences (Economics and Statistics) from the University of Swaziland and a Master of Sciences in Economic Policy and Analysis with a specialisation in Money, Banking and International Economics from the Addis Ababa University. He began his career at the Central Bank of Swaziland in 1986 as a Public Finance and External Debt Research Specialist. In 1997, he was appointed Head of the Research Programme at the Central Bank of Swaziland. In 1998 he joined the then South African Department of Finance (now the National Treasury) as Director for Macroeconomic Policy. In January 2001, he became Chief Director of Macroeconomic Policy. In July 2005, he joined Sanlam, as that institution's Executive Head of Stakeholder Strategy. Mr Masilela represented the National Treasury at NEDLAC and at the Policy Advisory Board as Deputy Chairperson and Financial Markets Advisory Board to the Minister of Finance, Government Convenor and as Chair of the Public Finance and Monetary Policy Chamber in NEDLAC. In his last capacity, as acting DDG Economic Policy, he was instrumental in the development of the financial sector reform programme for South Africa. He is a founder member of the Financial Sector Charter Council.



*Dr Iraj Abedian*

**Dr IRAJ ABEDIAN**  
**Chief Executive Officer: Pan African Holdings**

Dr Iraj Abedian started his career as a lecturer in Economics at the University of Cape Town in 1982. Upon leaving UCT as professor in Economics in 2000, he was appointed as Group Chief Economist as well as Exco Member / Director at the Standard Bank Group. In 2004 he became Chief Executive Officer of Pan-African Holdings (Pty) Ltd and Pan-African Investment & Research Services (Pty) Ltd. In 2003 Dr Abedian was awarded the Top Economist of the Year by the SA Association of Black Securities and Investment Professionals (ABSIP). He is a director on various SA companies' boards, such as the Development Bank, the Ministry of Justice, National Business Initiative, Transnet and Munich Re of Africa to name a few. He has also served as member of President Mbeki's Panel of Economic Advisors. He has been appointed as Honorary Professor of Economics at the University of Pretoria. Dr Abedian holds a B.A. (Honours) and a M.A. (Economics) from the University of Cape Town, and a Ph.D. (Economics) from the Simon Fraser University, Canada.



## Mr JEFF VAN ROOYEN

**Founder and Chief Executive of Uranus Investment Holdings**

Mr van Rooyen was Chief Executive Officer of the Financial Services Board from 1 July 2000 to 31 September 2005. Prior to that appointment, he was head of the Public Sector Industry at Deloitte and Touche and among the first four black partners appointed by the firm, where he remained for almost 10 years. In 1995 Mr Van Rooyen was seconded as special advisor to the Minister of Public Enterprises. He qualified as a Chartered Accountant in 1981 and shortly thereafter started his own practice to address the financial services needs of the black community. Due to the rapid growth of his practice, he established a joint venture with Deloitte & Touche which allowed for the training and secondment of staff. This venture resulted in the merger of the two firms in 1990. Mr van Rooyen is a founder member and former president of the Association for the Advancement of Black Accountants (ABASA) and was chairperson of the Public Accountants and Auditors Board (PAAB) in 1995. He is also a founder member of the National Black Business Caucus. He has been appointed as professor extraordinarius in the Department of Applied Accounting at UNISA.



*Mr Jeff van Rooyen*

## Mr RUDOLF GOUWS

**Chief Economist: Rand Merchant Bank**

Mr Gouws has a masters degree in Economics from the University of Stellenbosch (obtained in 1971). After spells at the Standard Bank and Senbank, he became Chief Economist of the Nedbank Group in 1979. Since 1986 he has been Chief Economist of Rand Merchant Bank and a member of its board. He chaired the Economic Policy Committee of BSA (Business South Africa) from 1996 to 2003, and served on NEDLAC (the National Economic Development and Labour Council). He is a director of the Khayelitsha Management Company and an extraordinary professor of Economics at the University of Stellenbosch.



*Mr Rudolph Gouws*

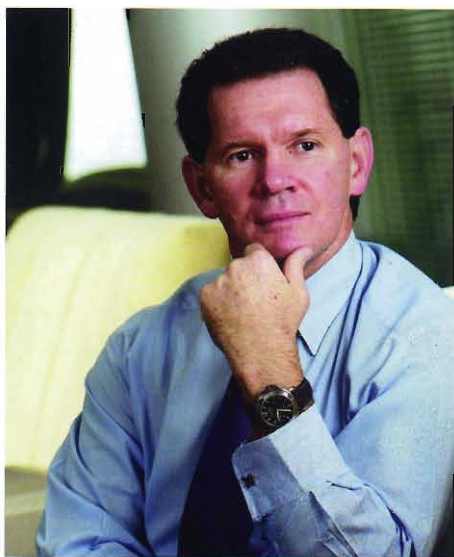
## Dr NAMANE MAGAU

**President of Business Women's Association of South Africa**

Dr Magau holds a doctorate in Education from Harvard University. She was Human Resource Development Advisor to the Reconstruction and Development Programme in the office of the State President and a Commissioner in the Independent Media Commission. Currently she serves on the Presidential Task Group for Women. She has professional qualifications and experience in executive leadership, business development, education, human development and human resource management at executive level. Dr Magau has been involved in several initiatives to support the development of women entrepreneurs. She assisted in the establishment of Technology for Women in Business (TWIB), a programme which promotes the accessing of appropriate technology for women in business. Through her business and professional interests, she serves on several boards.



*Dr Namane Magau*



Mr Russel Loubser

### Mr RUSSEL LOUBSER

**Chief Executive Officer: JSE Securities Exchange South Africa**

Mr Loubser joined Rand Merchant Bank Limited in 1985. During 1987, he was part of the team that started the futures industry in South Africa. Up to his appointment at the JSE in 1997, he was Executive Director of Financial Markets at Rand Merchant Bank. In February 1997 he was appointed as Executive President of the JSE and after restructuring in December 2000, became the JSE's Chief Executive Officer. He was Chairman of SAFEX for two years and deputy Chairman for one year. He was also a member of the King Committee on Corporate Governance and serves on the Board of Directors of the World Federation of Exchanges. Mr Loubser qualified as a Chartered Accountant (South Africa) in 1982. While with Arthur Anderson & Co he obtained an MCom in Statistics from the University of Pretoria. He has also been appointed as an Extraordinary Professor in Mercantile Law at the University of Pretoria.

### DR ANNA MOKGOKONG

**Executive Chairperson: Community Investment Holdings**



Dr Anna Mokgokong

Dr Mokgokong obtained a BSc from the University of Botswana and an MB ChB from Medunsa. On leaving university Dr Mokgokong practised as a private medical doctor before she joined the business world and became the Executive Chairperson of Community Investment Holdings. She serves on the boards of a number of companies. In 2004 she was appointed by President Thabo Mbeki to serve as member of the Independent Commission for the Remuneration of Public Office Bearers. She is now the Deputy Chairperson of the Commission. She also serves as a member of the Task Team developing a Charter for the Health Industry. She has served on the Councils of the University of Pretoria and UNISA. Dr Mokgokong is the Deputy President of the International Women's Forum of South Africa as well as a member of the Chairpersons Forum. She has delivered papers at many conferences and obtained several awards locally and abroad, including the Star Group Leading Woman Entrepreneur of the World. Dr Mokgokong is one of 500 women worldwide to have received this honour, and in 1999 she received an award as the Business Woman of the Year, South Africa.

### Mr FREEMAN NUMVALO

**Accountant General: National Treasury**



Mr Freeman Numvalo

Freeman Nomvalo was appointed as the Accountant General of South Africa in the National Treasury in February 2004. He is responsible for the reporting of national and provincial departments, local government, public entities and constitutional institutions. His reporting responsibilities cover the reporting and consolidation of government departments and public entities' annual financial statements, transversal policies on Accounting, Internal Auditing and Risk Management. Prior to joining the National Treasury, Mr Nomvalo worked for Pretoria Portland Cement in various capacities. He joined the National Treasury in March 2000 as a director for cash management, and was appointed Chief Director: Financial Operations by the end of 2001. He holds a BCompt and BCompt Hons degrees (Unisa), a Senior Executive Programme (offered jointly by Wits and Harvard Business Schools) and an Advanced Valuation Techniques Certificate from Insead. He serves on various boards on behalf of the National Treasury, including the Independent Regulatory Board for Auditors, the Board of Trustees of the Government Employees Pension Fund, the Board of Trustees of the Political Office Bearers Pension Fund and the International Public Sector Accounting Standards Board (IPSASB).





## McGregor BFA and the Department of Financial Management

**McGregor BFA was previously situated in the Graduate Centre on campus. During the 2005 restructuring of the Faculty of Economic and Management Sciences' academic departments, McGregor BFA joined the Department of Financial Management.**

Thanks to the long-standing co-operative relationship of between McGregor BFA and the Department of Financial Management, the Department has access to a variety of information products offered by McGregor BFA.

McGregor BFA supplies real-time and historical information on South African listed companies as well as the top South African unlisted companies. They also make information available on local and international economic data, as well as international financial indicators and currency exchange data. McGregor BFA annually contribute to the Investment Management Development Chair for the further development of the Investment Management degree programme offered by the Department of Financial Management and grants bursaries to students.

### Representative on IPSA



Mr Wesley Niemann has been appointed to serve as Certified Purchasing Manager (CPM) on the Board of the Institute of Purchasing and Supply South Africa (IPSA), as from June 2005. A Certified Purchasing Manager is an advanced certification instrument of the purchasing and supply profession in South Africa. In issuing a certification, the Institute in fact states that a CPM has attained the highest level of competence in the purchasing and supply profession in South Africa.

## Toerismebestuur loop voor in Afrika

**Die Departement Toerismebestuur het weer erkenning gekry vir hulle toegewyde instandhouding van wêreldstandaarde in opleiding en navorsing op die gebied van toerisme. Die erkenning kom in die vorm van 'n hernuwing van die TedQual Sertifisering deur die Wêreld Toerisme-organisasie (WTO), vir die tydperk 2005 tot 2008.**

Die Departement het hierdie sertifisering die eerste keer in 2000 gekry – 'n eerste vir Afrika. Hulle is trots op die metodologie en die hoë internasionale standaard wat hulle handhaaf wat die kwaliteit van toerisme-opleiding en -navorsing definieer.

Die TedQual Sertifiseringsstelsel is daarop toegespits om 'n internasionale kwaliteitstandaardmodel daar te stel deur vrywillige standaardisering van toerisme-opleidingstelsels. Hulle wil ook groter produktiwiteit en effektiwiteit in toerisme-opleiding internasionaal kweek.

Volgens Prof Ernie Heath, hoof van die Departement Toerismebestuur, kan die sukses van die Universiteit van Pretoria se toerismeprogramme grootliks toegeskryf word aan die besondere ondersteuning wat hulle van die toerisme- en gasvryheidsbedryf kry, asook die reuse bydrae van die akademiese en administratiewe personeel en die studente.

### English summary

#### Tourism management ...

*In recognition of its commitment to uphold global quality standards in tourism education and research, the Department of Tourism Management at the University of Pretoria has been granted a renewal of the TedQual Certification, for the period 2005 to 2008, by the World Tourism Organisation (WTO). The specific aims of the TedQual Certification System are to establish an international quality assurance model via the voluntary standardisation of tourism education and training systems and to smooth the way towards greater pedagogic productivity and efficiency in tourism at an international level. Prof Ernie Heath, head of the Department of Tourism Management, says the success of the tourism programmes offered at the University of Pretoria can be attributed largely to the excellent support of the tourism and hospitality industry.*



# The MALAWI connection is alive and well

**An exciting new working relationship has been established between the Department of Auditing at the University of Pretoria and the Corporate Governance Training College (CGTC), situated in Blantyre, Malawi. The University's internal auditing programme is endorsed by the Institute of Internal Auditors Inc., which makes the Department of Auditing an attractive business partner.**

Malawi has only three certified internal auditors (CIAs), two of whom are connected to the CGTC. Mr Anthony Makwumba is a director of CGTC and Mr Mthusani Zungu is operations manager. Mr Makwumba identified the need for qualified accountants and auditors in Malawi and started a training college. The college opened its doors with only a few students in 2000, but aims to enrol some 400 students by 2006.

A formal agreement was entered into between the two institutions, whereby the



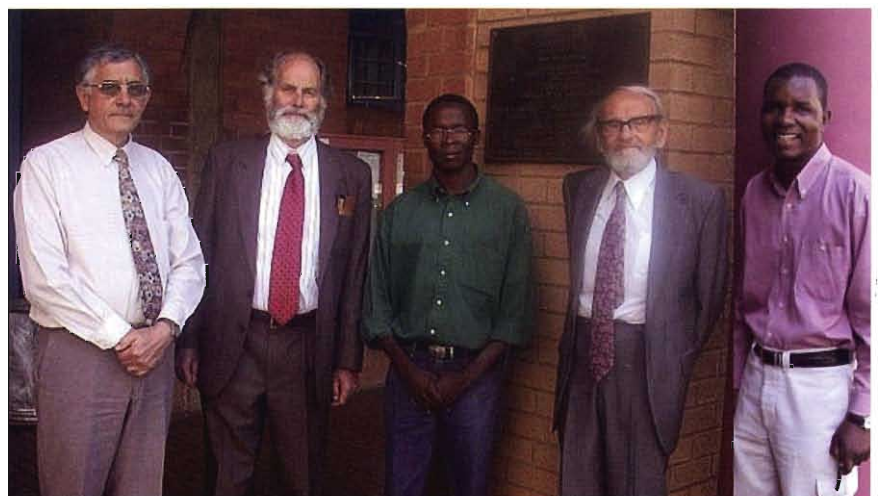
*Some of the participants at the training session in Malawi with Ms Ilze Henderson of the Department of Auditing (far right).*

CGTC has obtained permission to present the University of Pretoria's Endorsed Internal Auditing Programme to their students. A Train-the-Trainer course was conducted in Malawi during June 2005. The course was presented by Ms Ilze Henderson and Ms Kato Plant, both internal auditing lecturers in the Department of Auditing.

# The Poynton bursary fund

**The Poynton Bursary is awarded annually to third-year or postgraduate students in the Faculty of Economic and Management Sciences.**

To qualify for the bursary, a student should boast marks of at least 70% on average, be eligible for an university loan (i.e. students in financial need) and should be enrolled for at least two full semesters for a particular syllabus in the Faculty of Economic and Management Sciences. The J.C. Poynton Trust was established in 1946. The bursary was originally called the Rex Poynton Bursary, but it was recently renamed the Poynton Bursary, when it was offered to the University of Pretoria's Faculty of Economics and Management Sciences. The Trust is run by a board on which the family is represented.



*The Poynton bursary was awarded to two PhD students (from left): Prof N Schoeman (Dept of Economics), Prof J. Titlestad (Board member), Mr E.M. Nyamongo (Poynton Bursary: PhD in Economics), Dr R. Poynton (Board member) and Mr V.C. Nhabinde (Poynton Bursary: PhD in Economics).*



# Launch of Ronald H Brown Institute for Sub-Saharan Africa

**The launch ceremony for the Ronald H. Brown Institute for Sub-Saharan Africa (RBI) took place on Wednesday morning, October 5, 2005. Leading representatives from industry, academia and the diplomatic corps attended the breakfast function.**

Named in honour of the late Mr Ronald H. Brown, former U.S. Secretary of Commerce, the RBI project is a USAID-funded initiative. It is also a cornerstone activity of the US Inter-Agency Education for Development and Democracy Initiative for Africa (EDDI). A US aid grant was placed in an endowment fund and additional contributions are now being sought. This is being done through the partnership between the University of Pretoria and Georgia State University.

His Excellency Mr E Mbalulukutu, High Commissioner for Tanzania in South Africa, representing the Hon Minister of Trade and Industry in Tanzania, Dr Ngasongwa, delivered the keynote speech. The other Guest Speaker was Mr Teitelbaum of the US Embassy Charge d' Affaires.

RBI continues to contribute to private-sector economic growth in Africa by strengthening the skills of people already in business and providing training opportunities to other individuals, especially the youth. The Institute offers internships in American, African and other companies as well as women mentorship programmes. The Institute also offers training seminars and workshops to assist in business plan development, to identify business-financing options, to provide incubation support for existing and aspiring businesspersons, and to promote business-to-business relationships.



*From left: Prof Robin Crewe - Vice Principal (UP), Mr Donald Teitelbaum - Charge d'Affaires - US Embassy (SA), H.E., Mrs Tabitha Seii - Kenya High Commissioner, Prof Chabani Manganyi (UP), Tertia Lindeque (RBI), Ms Denise Rollins - USAID Deputy Mission Director (back), Joyce Nyandoro (RBI), Futhi Umlaw (RBI), Prof Fenwick Huss (GSU) (back), Prof Ronel Rensburg - Head: Department of Marketing and Communication Management (UP) and Ambassador John Hicks (GSU).*

## Time to say goodbye

**The late Dr Anton Rupert had a long-standing relationship with the University of Pretoria and the Faculty of Economic and Management Sciences.**

The relationship started in 1934 when he registered as a first-year student at the University and ended when he passed away on 18 January 2006. He was elected chairman of the Internal Student Representative Council in 1938. After reading Chemistry and graduating with a BSc and an MSc degree, he was appointed as a lecturer in the University's Department of Chemistry.

Dr Rupert's academic career was, however, soon surpassed by his fast developing business interests, which originated in Johannesburg in 1941 as a three-man tobacco company, resulting in the establishment of the Rembrandt Tobacco Company within six years which, in turn, ultimately developed into an international business empire.

The University awarded him an honorary DSc degree in 1960, and appointed him as honorary professor in the Department of Business Economics in the then Faculty of Commerce and Public Administration (currently the Faculty of Economic and Management Sciences). A commemorative publication was issued by the University, containing 13 of the public lectures that he had presented as an honorary professor. A copy of the publication was presented to him on his seventieth birthday in 1986. In 1987 Dr Rupert was elected Chancellor of the University; a position that he filled with distinction until 1996. In 2000 Dr Rupert was chosen as Alumnus of the Century by the University.

In his modest, yet charming manner, he made an inspiring contribution in establishing the University of Pretoria and the Faculty of Economic and Management Sciences, as an institution of excellence. The Faculty pays tribute to his memory and legacy.



Second prize winners from the University of Pretoria with the personnel of JSE. From left, front: Messrs Eduard Toerien, Francois de Bruin and Geoff Rothschild (marketing director, JSE). Back: Ms Marike du Toit (lecturer), Ms Esté van Niekerk, Mr Russel Loubser (CEO of the JSE), Ms Adèle van der Merwe and Ms Pearl Moatshe (education manager, JSE).

# Liberty Life challenges universities

**The JSE/Liberty Life Investment Challenge was launched during 2005 and the University of Pretoria was one of four universities to participate.**

This project introduces students to the fundamentals of an investment strategy and encourages them to do research on issues surrounding the trading of JSE listed shares. Participating teams tested their share-trading skills via an ongoing simulated trading programme, which ran for a period of six months, from March to September.

In total, 59 teams participated, of which 17 were from the University of Pretoria. The prize for the first place was R25 000, the second place R20 000 and the third place R15 000. A team of four second-year Investment Management students from the University of Pretoria, Esté van Niekerk, Adèle van der Merwe, Eduard Toerien and Francois de Bruin, won the second prize of R20 000. Their prize money was deposited into a Satrix Investment Plan and accounts were opened for each of them.

# Honorary doctorate for DONALD GORDON

**On 12 April 2005 the University of Pretoria awarded an honorary doctorate to Sir Donald Gordon for his contribution to business.**



*Businessman and entrepreneur par excellence, Donald Gordon.*

Sir Gordon's career began in 1957, when he founded the Liberty Life Group, which has become the third largest life insurance company and one of the foremost financial institutions in South Africa. In later years, the company controlled Standard Bank of South Africa and jointly controlled SA Breweries (now SAB Miller) – where Sir Gordon served on both boards as Deputy Chairman. In the area of property investment, Liberty Life became the South African market leader, and steered in the development of a number of major regional shopping centres, including the two South African flagships, namely Sandton City and Eastgate.

In 1980, Sir Donald Gordon founded Liberty International in the United Kingdom. Liberty International is now listed on the London Stock Exchange and has a secondary listing on the JSE Securities Exchange. Liberty International is the third largest property company, by market capitalisation, on the London Stock Exchange and is a member of the FTSE 100, as well as the largest property listing on the JSE Securities Exchange.

Sir Gordon has been the recipient of several business awards, including the Financial Mail Businessman of the Year (1965), the Sunday Times Businessman of the Year (1969), the Rand Daily Mail Business Achievement Award (1983), the Wits Business School Business Achievement Award (1988), the Financial Mail Finance Achiever of the Century (2000), and the Business Times' Top 100, Lifetimer Achiever Award (2004). Sir Gordon has been widely recognised for his success as a businessman, and as a philanthropist. He established the Donald Gordon Foundation, which has been a major donor over the years by supporting a variety of leading South African universities, community projects and other initiatives. Shortly after receiving his honorary doctorate Sir Gordon was knighted by Her Majesty Queen Elizabeth II.



# Koffie met 'n verskil



Salomé van Tonder en Richardt Kok  
– die ontwerpers van die nuwe Divas & Dons Koffiehuis.

**Entrepreneurskap as akademiese vak het bygedra tot die suksesverhale van menige studente. Die vak word aangebied deur die Departement Ondernemingsbestuur en bied studente die geleentheid om hulle eie ondernemings te begin deur gesonde sakebeginsels toe te pas.**

In 2005 het Richardt Kok en Salomé van Tonder, tweedejaarstudente in Bemaking en Kommunikasie, met Simplicity Corporation begin. Die projek bied bemaking- en advertensiedienste aan. Een middag het Richardt en Salomé oor 'n koppie koffie hulle besigheidsinisiatiewe onder oë geneem. Hulle het egter opgemerk dat die koffiehuis waar hulle koffie drink verbeter kon word en dit met die eienaar bespreek. Hulle het hul dienste aangebied en voorstelle gemaak oor 'n nuwe ontwerp. Nie lank daarna nie, het hulle hul eerste groot kontrak losgeslaan.

Richardt en Salomé het 'n bemerkingsplan vir die eerste paar maande opgestel, asook 'n nuwe beeld vir die koffiehuis geskep en logo's en spyskaart ontwerp. Hulle moes as voltydse studente tussen klasse rondskarrel om met kontrakteurs en argitekte te onderhandel. Op dié stadium het hulle van die huis af gewerk omdat hulle nie 'n kantoor gehad het nie of oor enige infrastruktuur beskik het nie. Baie ure is agter die rekenaar deurgebring, maar drie maande later is hulle moeite beloon met die suksesvolle opening van Divas en Dons. Die grootste beloning was die wete dat hulle in staat is tot groter dinge.

## English summary

### Coffee with a difference ...

Many student success stories have arisen because of the great impact Entrepreneurship as academic subject has had on these students. The subject gives students the opportunity to start their own businesses by applying sound business principles. One afternoon Richardt and Salomé discussed their business prospects over a cup of coffee, when they noticed that the coffee shop where they were drinking coffee could be improved and they told the owner just that. They also offered their help and after presenting their proposals and designs, Salomé and Richardt landed one of their first big contracts. Three months later the new coffee shop, Divas and Dons, opened its doors with great success.

# Meeting the SUPPLY CHAIN challenge head-on

**During September/October 2005, the Unit for Supply Chain Management and Enterprise Insight (Pty) Ltd staged a two-day computerised supply chain management simulation game for the BCom Honours Business Management class of 2005. This exercise formed part of the compulsory honours module, Integrated Logistics Management.**

Teaching logistics at undergraduate and post-graduate level is challenging, as the majority of students are studying full-time and have not been exposed to actual business operations or a real-life business environment. Organised visits to factories, warehouses and business enterprises help students to form a realistic picture of the business environment, but do not always



*Students appointed as the 'new management' of a company.*

provide them with a feel for the dynamics of actual business operations.

The use of the Enterprise Insight Supply Chain Challenge computerised simulation game, has gone a long way to bridging this problem. This simulation has now been introduced into the honours course in Logistics Management and forms an integral part of the European Master Logistician Programme (EM Log) offered by the Unit for Supply Chain Management. According to Mr Wesley Niemann, a lecturer in the Department of Business Management, students gain an understanding of how a truly integrated supply chain creates value for the firm, its supply chain partners, as well as its



*BCom Honours Business Management students at work trying to solve the problems of their company.*

shareholders. The objective of the game is to use sophisticated computerised simulation. A realistic business environment is created in which competing teams face the challenge of running their own businesses and achieving their business objectives. The students have to steer it to success, while dealing with the realities of the broader economic environment, market dynamics, the characteristics of their field or industry, their company's strengths and weaknesses, as well as the activities of their competitors, who are represented by the other participants in the simulation game. The participating teams are expected to decide on a business strategy, solve typical business problems and overcome common organisational difficulties. They also have to match supply to demand, deal with marketing, analyse management information, deal with suppliers and customers and show a sustainable profit and growth in their market share.

A session typically runs for two consecutive days, and is usually very intense. The session is conducted in so-called decision-making cycles. A cycle typically covers between one and three months of business simulation. The students are appointed as the new management teams of their companies. At this stage, the companies are in financial trouble and the new management team must deal with problems pertaining to procurement, production planning, distribution and customer service levels. The new management team has to also implement the strategy provided to them by their managing director. The participants are supplied with financial reports, sales reports, inventory reports and production reports. They have the option to buy market information, such as demand forecasts and market-sensitivity analyses. Using this information, the participants have to manage the day-to-day operations of the company.

The use of simulation tools is one of the best ways to become "race fit" and the students get the unique opportunity to gain management experience in only two days.



# Going for the Loeries

Students put their knowledge and skills into practice

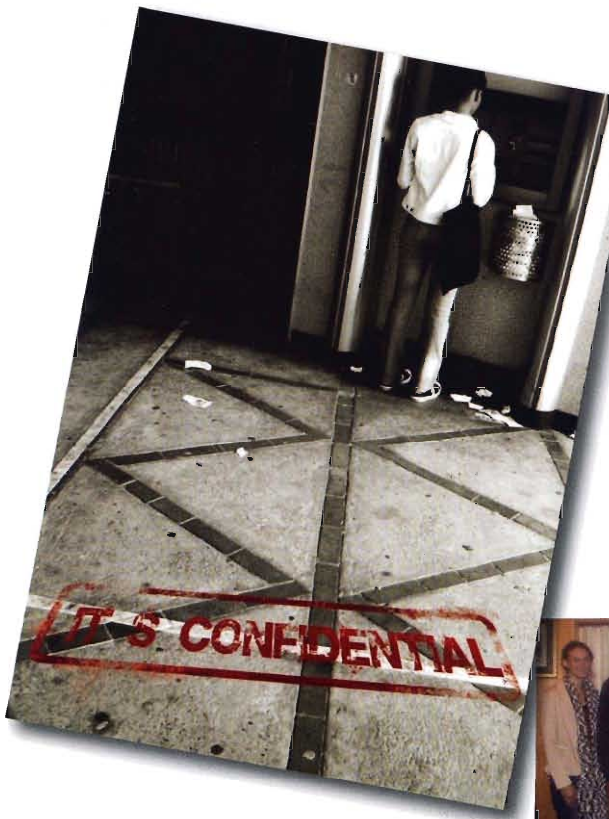


One of the images used in the customer relationship programme "Find the Voice". Students of the Arts Department created the image.

Marketing is regarded by some as an exciting combination of science and art. The Marketing and Communication Department and the Visual Arts Department recently put this premise to the test by creating two Customer Relationship Management (CRM) assignments. The objective of the assignment was to create a Customer Relationship Management Programme for Cell C's cellular youth (CY) product, aimed at the youth market.

Creating a CRM programme for Cell C was not an easy task. The cellular youth market is highly competitive with a large variety of choices, little or no product and price differentiation, aggressive competition for a piece of the youth market, number portability on the horizon and a general lack of loyalty. The challenge facing the students was to merge strategic marketing thinking with creative acumen, while producing high quality work across departmental and subject boundaries. The one CRM programme was called "Find the Voice" and focused on retaining and growing Cell C's current high-end CY customers. The second CRM programme was called "It's Confidential" and was built around superior customer value, loyalty and meaningful engagement.

The results proved to be outstanding! The students took up the challenge with vigour and not only impressed Cell C with their excellent programmes, but also qualified to enter for the 2005 Loerie Awards. The students received a gold Loerie in the Interactive Website category, a silver Loerie in the Integrated Campaign: Advertising, Direct, Graphic design, Corporate events and Interactive and a bronze Loerie in the Direct campaign category.



Images of the "It's Confidential" customer relationship management programme for Cell C were also designed by students of the Arts Department.



The team from Marketing and Communication, front from left: Mr Steven Tu and Ms Jana du Plooy. Back from left: Ms Natalie Urban, Mr Hersheal Tait, Ms Karien Kruger, Ms Riana Fourie, Ms Monette du Preez, Ms Imke Janse van Rensburg and Mr Janico Dannhauser.



## The SPMA gives new direction to SAMDI

The School of Public Management and Administration (SPMA) has been involved in formulating a new management development direction for the South African Management Development Institute (SAMDI). The Presidential Strategic Leadership Development Programme was the first step towards the creation of an integrated management development model. The SPMA was afforded the opportunity and challenge to formulate the model, based on an extensive desktop international best practice study. The SPMA, under the project leadership of the Director of the School, Prof Jerry Kuye and Prof David Fourie, a lecturer at the SPMA, compiled the policy documentation for the integrated model.

Emanating from the study, the SPMA became involved in the formulation and implementation of the subsequent Emerging Management Development Programme, as well as the Advanced Management Development Programme.

## Satellite link used to debate problems facing the state

On 23 June 2005, a satellite link marked the 2005 Africa Public Service Day (APSD) celebrations at the University of Pretoria's School of Public Management and Administration (SPMA), as well as at the Universities of Stellenbosch, Fort Hare, KwaZulu Natal, Limpopo and the Bloemfontein Telkom Centre. APSD is an annual event, celebrated by public servants across the African continent. In 2005, a colloquium was attended by academics, commentators, policy analysts and government officials. The theme of the 2005 APSD was: "The role of the State in the reconstruction of Africa". The satellite link between the various APSD venues across the country was aimed at stimulating debate amongst government leaders, academics, public servants, students and the public at large.

# A walk down memory lane

## Gordon Institute of Business Science

**Five years ago, Prof Nick Binedell, founder and head of the Gordon Institute of Business Science (Gibs) and Sir Donald Gordon, founder of the Liberty Life Group, first discussed the establishment of Gibs.**

Sir Gordon was quick to recognise the potential of a new business school with a wide mandate and an unusually independent structure. Dr Johan van Zyl, Chief Executive Officer of Sanlam and former Vice-Chancellor of the University of Pretoria, asked Prof Binedell to become involved in the establishment of the new business school. Prof Binedell listed six factors that eventually formed the basis for the founding of Gibs. These included the importance for the institution to be situated in Johannesburg, that it should be fully funded and allowed to operate in an independent manner, while complying with the policies of the University of Pretoria.

A business plan was developed and, with donations from the University of Pretoria and from Sir Donald Gordon, Gibs got off the ground. A guiding principle for Gibs has been the concept of a partnership with businesses in South Africa. The danger facing well-established academic institutions around the world is being too far removed from the ever-changing face of business. Gibs' core ethos is to collaborate by listening carefully to business needs, while heeding the signals coming from a fast-paced economy. During the official opening of Gibs in 2000, Sir Gordon offered the following guidelines:

- Become the most positive and enthusiastic person you know – passion in business is everything.
- In business and in family relationships, remember that the most important element is trust.
- Remember that overnight success usually takes about fifteen years.
- Never accept that existing practices cannot be improved upon – there will always be a better or an alternative way of doing things.
- Strive for excellence, not perfection.
- Demand excellence from yourself and your colleagues, and be willing to pay for it.
- Take care of your reputation. It is your most valuable asset.
- Learn to listen, because opportunity sometimes knocks very softly.
- Think big thoughts but relish small pleasures.
- When starting out, don't worry about having enough money. Limited funds are a blessing, not a curse, because nothing encourages creative thinking in quite the same way.
- Be tough-minded but tender-hearted.
- Be bold and courageous.

Words of wisdom from a wise man who has stood the test of time. Gibs is currently listed amongst the top 50 business schools in the world.



# Learn to play or play to learn?

**The first-year entrepreneurship students of the Faculty of Economic and Management Sciences' Department of Business Management completed their course by taking part in a creative board game.**

The students worked together in groups of approximately five. They had to create and design an original board game by using their own initiative.

The aim of this project was to incorporate all the subject areas studied by the students during the last semester, into the board game. These areas included Business Start-up, Franchising, Family Business, Corporate Entrepreneurship, Home-based Business and Business Buy-outs. The project encourages students to become more familiar with the subject matter and various themes of entrepreneurship.



*Entrepreneurship students playing with their own creations.*

## The secrets to innovation success

**On August 31, 2005 AIESEC (an acronym for Association Internationale des Etudiants en Sciences Economiques et Commerciales), a student committee at the University of Pretoria and also part of the student house Commercii of the Faculty of Economic and Management Sciences, hosted the Secrets to Innovation Success (SIS) Seminar.**

AIESEC's main focus is to develop future leaders and to create an international platform for young people to discover and develop their potential. The seminar was attended by high school learners from the Pretoria region, Mamelodi and students from the Faculty of Economic and Management Sciences.

Prof Ronel Rensburg, Head of the Department of Marketing and Communication Management, opened the seminar and encouraged the students to develop their own identity and to become entrepreneurs. Other speakers at the seminar were Ms Vuyo Mahlati from Siseko sa Africa and Fukama Fin Services, Rakgadi Mokgethi, Managing Director of RPM Events Management, Peter Metcalfe, Chief Executive Officer of the Foundation for the development of Africa and Esme Arendse of Sanlam Social Investments. Each speaker spoke for 30 minutes, which was followed by a 15 minute question and answer session. For more information about AIESEC, visit their website at [www.aiesec.org](http://www.aiesec.org)

## Educating future tax-payers

During June 2005 the Department of Taxation and House CA, a student house of the School of Financial Sciences of the Faculty of Economic and Management Sciences at the University of Pretoria, launched a joint marketing and social responsibility campaign to educate approximately 170 Grade 12 learners from the Phateng Secondary School in Mamelodi on tax-related issues.

House CA is a BCom Accounting student society that acts as liaison between students and various auditing firms. A team of prospective chartered accountants, assisted by Prof Ruanda Oberholzer from the Department of Taxation, shared their knowledge of tax and how taxes are utilised with the learners. Representatives from the South African Revenue Service, as well as from Ernst and Young also participated in this project.

*Students from House CA (in the orange t-shirts), Prof Ruanda Oberholzer (second from right in the middle row) and prospective chartered accountants with Grade 12 learners of Phateng Secondary School.*





*Prof Leo Vermeulen from the Faculty of Economic and Management Sciences at the University of Pretoria, whose survey for a cross-cultural study of gender-based issues in aviation has resulted in international co-operation on this rather "touchy" subject.*

# Paint the sky pink

## Gender-based issues in aviation lead to international co-operation

**Although women have proven their worth and ability in the aviation field, deeply-rooted prejudices, such as "women should not fly" and "a woman in the cockpit is one less in the kitchen", are still causing controversy.**

A topic of intense debate and continuing interest centres around the question whether male and female pilots differ in respect of behaviour related to their performance as pilots. A review of the available literature reveals that many articles about female pilots are only quasi-scientific and, in fact, based on anecdotal reports. Prof Leo Vermeulen from the Faculty of Economic and Management Sciences at the University of Pretoria, has designed a survey for a cross-cultural study of gender-based issues in aviation and, more specifically, attitudes towards female pilots. This survey includes data collecting in South Africa, the United States, Norway and Australia.

This research also has practical implications for crew resource management training, as well as for diversity management on the flight-deck. This "high-flying" research project is jointly co-ordinated by Prof Vermeulen and Dr Jim Mitchell from the University of Western Sydney. They worked in conjunction with Dr Alexandra Kristovics, also from University of Western Sydney, Prof Monica Martinussen from the University of Tromsø and Ms Janice Wilson from Independence Air, USA.

# Ten years on

## The African Econometric Society is still going strong



*Members of the Department of Economics Tina Loxton (left), Marc Ground (middle) and Jacques Kibambe (right) on their way to the conference in Nairobi, Kenya.*

**A total of eight papers from the Department of Economics were accepted for the 10th annual conference of the African Econometric Society (AES). The conference was hosted by the African Econometric Research Consortium (AERC) in Nairobi, Kenya, during July 2005.**

It was attended by approximately 120 participants from all over Africa, as well as from the United States, the United Kingdom and Europe. The keynote speakers were Prof Arnold Zellner from the University of Chicago, USA, and Prof Stephen Hall from the University of London, UK. The first AERC conference was held at the University of Pretoria in 1996, with the objective of improving the capacity for econometric modelling on

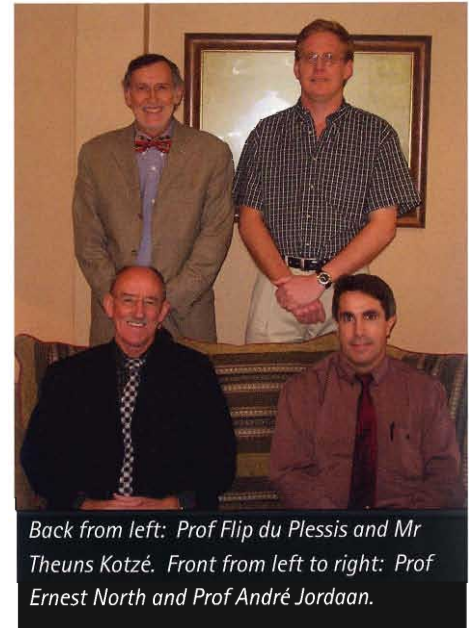
the African continent. This was the brainchild of the former head of the Department of Economics, Prof Geert de Wet.

The University of Pretoria already hosted the conference five times. Other South African hosts were the Universities of the Witwatersrand, Stellenbosch and Cape Town. The 2006 conference will take place in Dakar, Senegal.

# Four receive awards for research excellence

**Four staff members of the Faculty of Economic and Management Sciences received awards for research excellence during 2005. They are Prof Flip du Plessis, Prof Ernest North and Mr Theuns Kotzé of the Department of Marketing and Communication Management, and Prof André Jordaan of the Department of Economics.**

The award ceremony formed part of the Faculty of Economic and Management Sciences' Research Day, which took place in the Conference Centre on the main campus of the University of Pretoria during May last year. Dr Mohamed Jeenah, Director: Research of the University of Pretoria, gave an overview of the University's research activities and Prof Carina de Villiers, Head of the Department of Informatics, demonstrated a computer programme that can identify plagiarism.



*Back from left: Prof Flip du Plessis and Mr Theuns Kotzé. Front from left to right: Prof Ernest North and Prof André Jordaan.*

# A Turkish Delight

**The biennial European Association for Work and Organisational Psychology (EAWOP) conference was held in Istanbul from the 12th to the 15th of May 2005. Sixteen lecturers and students from the Department of Human Resources Management under the guidance of the head, Prof L. Vermeulen, presented eleven papers at the conference.**

The Turkish military was impressed with one of the papers and arranged follow-up meetings with the presenters, Prof J.S.Basson, Prof J.J. De Beer and Mr G.J. Steyn. The paper, "The Very Important Person Protector (VIPP): A Competency Profile," formed the basis of negotiations with the authors to apply the specific selection approach (Job Profiling Expert) in the selection of their V.I.P. security personnel in Turkey.

In addition to participating in the EAWOP conference, the department also visited a number of Turkish universities. The UP party was surprised at the similarities in academic training approaches between Turkey and South Africa. They found the obstacles encountered by the Turkish tertiary environment unnervingly familiar. Universities in Izmir and Pamukkale were also visited.



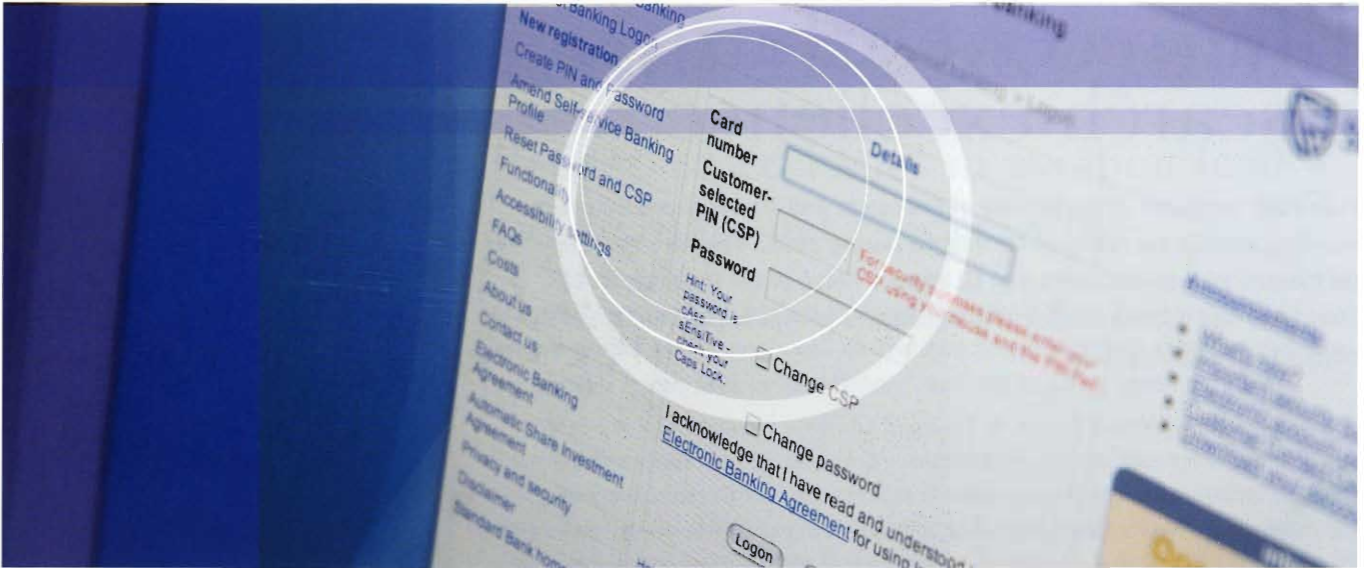
*From left: Ms A. de Beer; Prof C. Hoole; Prof L.Vermeulen, Dr Y du Plessis; Prof Resit Canbeyli of the University of Bogazici in Istanbul; Prof J. Basson; Mr G.J. Steyn; Ms S. O'Neil and Prof J.J. de Beer.*

# Crystal ball of economics provides glimpse into the future

**The Department of Economics released its latest bi-annual economic analysis and forecast report at a formal function during 2005.**

The main objective of this forecast report is to present an assessment and forecast of the South African economy, based on the outcomes of macro-econometric and computable general equilibrium (CGE) models. Every report focuses on a particular issue, pertinent to the South African economy, combined with an associated critical policy challenge. This year's topic was: "The value, impact and policy implications of the exchange rate, as well as policy challenges regarding the potential capacity of the South African economy."

The function was attended by, amongst others, economists from PSG, the Reserve Bank, the University of Johannesburg, Rand Merchant Bank, Iafrika, Standard Bank, Treasury, SASOL, Bell Equipment, Nedcor and Transnet.



# What's in a name?



*Prof Yolanda Jordaan who did research on privacy in terms of personal information in the days of technological progress and the Internet.*

## How private is your personal information?

**Prof Yolanda Jordaan, lecturer at the Department of Marketing and Communication Management, has done research on how private one's personal information is in these days of technological progress and the Internet.**

Nowadays, membership of virtually any organisation can be arranged by telephone, transactions negotiated via e-mail, banking transactions conducted over the Internet, and vehicle tracking communicated via SMS. The research showed that the dark side of technological progress is becoming apparent in the security of information and personal privacy issues.

Imagine that you have just subscribed to DSTV. Besides having a wider choice of television channels, you suddenly find yourself inundated with telephone calls, "junk" mail or e-mail messages from other companies who would be delighted to sell you their products. Privacy in terms of personal information is becoming an important issue in South Africa. Hacking into financial institutions' Internet banking services has led to the theft of customers' account and password details.

The study further indicated four privacy concern dimensions among South Africans. The first dimension relates to privacy protection (companies should have privacy protection policies in place). The second concern relates to information misuse (companies share personal information with other companies). The third concern relates to solicitation (the right to be left alone and to be free from intrusion) and the fourth dimension of privacy concern relates to government protection (government should limit companies' use of personal information to the purpose for which it was collected).

# Global convergence of accounting standards under the spotlight

**Mr Elmar Venter, a senior lecturer in the Department of Accounting, and Prof Madeleine Stiglingh, head of the Department of Taxation, undertook research in the field of global convergence of accounting standards.**

Global convergence of accounting standards is a recognised pre-requisite for the proper functioning of international capital markets. Many believe that a precondition for global convergence is convergence between United States Generally Accepted Accounting Practice (US GAAP) and International Financial Reporting Standards (IFRS).

Mr Venter and Prof Stiglingh researched the difference between IFRS and US GAAP. The objective of this study was to consider the timing of the recognition of the income tax consequence of dividends to assist in the convergence of Accounting for Income Taxes (FAS 109) and International Accounting Standard 12, Income Taxes (IAS 12). The study was

based on the South African model and included a literature study and an empirical study.

The results of the study were included in a paper entitled, "The timing of the recognition of the income tax consequences of dividends in accordance with International Financial Reporting Standards". The paper was presented at the Emerging Issues in Accounting, Business and Technologies conference, which was held in Niagara Falls, USA, during August 2005.

## Forensiese rekeningkunde is suksesvol bemark

**Die Suid-Afrikaanse Instituut vir Geoktrooieerde Rekenmeesters (SAIGR) het die Eenheid vir Forensiese Rekeningkunde by die Universiteit van Pretoria teen die einde van 2005 genader om 'n reeks werksinkels oor forensiese rekeningkunde aan te bied.**

Die doel van die werksinkels was om belangstelling in forensiese rekeningkunde onder lede van SAIGR te stimuleer, die inkomstebasis van klein en mediumgrootte praktyke te verbreed en om na die behoeftes van kliënte om te sien.

Die Eenheid vir Forensiese Rekeningkunde het sedert 1998 verskeie programme, wat met forensiese rekeningkunde verband hou, ontwikkel. Die Eenheid se vlagskip is die Nagraadse Diploma in Ondersoekende en Forensiese Rekeningkunde. Modules word ook vir die BCom (Hons) grade in interne ouditkunde en finansiële bestuur aangebied. 'n Aantal programme word ook by CE@UP aangebied.

Mnr Danie du Plessis, wie vir forensiese rekeningkunde verantwoordelik is, het gedurende Desember 2005 vier werksinkels vir SAIGR aangebied. Die werksinkels het in Pretoria, Kaapstad, Johannesburg en Durban plaasgevind. Daar was 'n beperking op die aantal persone wat die werksinkels kon bywoon en die aanbod het die aanvraag ver oorskrei.

Die werksinkels het 'n volledige reeks onderwerpe wat met forensiese rekeningkunde verband hou, gedek en terugvoer is tydens dië werksinkels verkry om verdere behoeftes van SAIGR-lede te bepaal.

*Mnr Danie du Plessis het die werksinkels oor forensiese rekeningkunde vir SAIGR aangebied.*



**English summary  
Forensic accounting ...**

*The South African Institute of Chartered Accountants (SAICA), approached the Unit for Forensic Accounting at the University of Pretoria to present a series of workshops on forensic accounting. The objectives of the workshops were to stimulate interest in forensic accounting amongst members of SAICA and to service the needs of clients. The Unit for Forensic Accounting's flagship is the Postgraduate Diploma in Investigative and Forensic Accounting. Mr Danie du Plessis, who is responsible for forensic accounting at the University of Pretoria, presented workshops for SAICA. The workshops covered a full range of aspects related to forensic accounting and feedback from delegates was obtained during the workshops.*



*Prof Giel Nieman is steadily finding his feet in his new position as Head of the Department of Business Management.*

# Giel Nieman

## takes over the reins at Business Management

**Prof Giel Nieman has been appointed Head of the Department of Business Management.**

Prof Nieman obtained his BCom (Accounting) and MBA degrees at the University of Pretoria through extra-mural studies, followed by a PhD degree at Vista University. Before entering the academic world 10 years ago, he worked for more than 20 years in trade and industry, mostly in senior appointments. His last position was that of Assistant General Manager at Vleissentraal (later listed as Kolloosus), the largest meat distribution and tannery group in South Africa.

Prof Nieman joined the University of Pretoria in April 1995, where he has been responsible for the co-ordinating of activities of the Chair in Entrepreneurship and the Chair in Logistics in the Department of Business Management. As Coordinator of the Chair in Entrepreneurship, he developed the contact Masters and PhD degrees, which combine attending classes and the submission of scripts. As Business Manager of the Unit for Supply Chain Management (Chair in Logistics), he was responsible for the programmes of the European Logistics Association (ELA), offered via CE@UP. He also serves on the European Certification Board for Logistics' Scientific Committee.

As a consultant, Prof Nieman was responsible for contract research projects on women entrepreneurs, micro-finance and preferential procurement for small business development. He has presented numerous papers at a number of conferences locally and abroad, and is the author, editor and co-editor of a number of publications.

The focus of his research and teaching is on Entrepreneurship Policy and Enabling, Business Development Services and Managing Growth. On behalf of the Faculty we would like to congratulate Prof Nieman and wish him success in his new position.



*Prof Charlotte du Toit, special adviser to the Minister of Social Development, Dr Zola Skweyiya, and in charge of the implementation of the Charlotte Manye Maxeke Collaboration.*

## Joined forces take up the challenge

**The Department of Social Development and the University of Pretoria, via the Department of Economics, have joined forces to respond to the challenge of social policy development in the country, by establishing the Charlotte Manye Maxeke Collaboration in the Economics of Social Protection.**

The objectives of the Collaboration are to generate research, provide training and develop expertise, as well as to stimulate critical debate in the field of the Economics of Social Protection. Dr Zola Skweyiya, Minister of Social Development, explained it as follows: "The long-term objective of the Collaboration is to produce policy analyses and implementation capacity, which will contribute to the achievement of government's overall objective of fighting poverty, by growing the economy and ensuring the inclusion of the historically marginalised. The Collaboration is in line with government's objectives of building state capacity and will enable public servants, at all levels of government, to respond effectively to the challenges of social transformation. In the long run, work undertaken via the Collaboration will reduce dependence on social assistance."

Prof Charlotte du Toit of the Department of Economics has been appointed Special Adviser to the Minister to, inter alia, oversee the implementation of the Collaboration.

# Nuwe SACOMM bestuur gaan grense verskuif

**Die nuwe president van SACOMM (Suid-Afrikaanse Kommunikasievereniging) is tydens die algemene jaarvergadering in September 2005 gekies. Sy is Me Estelle de Beer van die Universiteit van Pretoria en neem oor by Prof Danie Jordaan.**

Me De Beer is 'n lektor in die Departement Bemerkings- en Kommunikasiebestuur. As president beplan sy om voort te bou op SACOMM se huidige inisiatiewe en om hard te werk om die organisasie se lidmaatskap uit te brei omdat dit so noodsaaklik is vir die voortbestaan van die vereniging.

Me Anné Leonard is ook een van die nuwe lede van die uitvoerende komitee en is ook verbonde aan die Departement Bemerkings- en Kommunikasiebestuur. By die vergadering is besluit dat Me Gené van Heerden, ook 'n personeelid van die Departement Bemerkings- en Kommunikasiebestuur, SACOMM by die konferensie van die Federasie van Openbare Skakelinstitute van Afrika sal verteenwoordig.



*Me Estelle de Beer (links), nuut-verkose president van SACOMM en me Anné Leonard, nuut-verkose lid van SACOMM se bestuur.*

## The South African Reserve Bank Chair in Monetary Economics and Central Banking

**The South African Reserve Bank (SARB) has established a chair in Monetary Economics and Central Banking at the University of Pretoria's Department of Economics.**

This strategic partnership between the SARB and the University involves the development of research and tuition in monetary economics and central banking. The aim is to mutually promote the development of research skills amongst postgraduate students, and to improve the SARB's research capacity.

The collaboration was launched in the form of a pilot research project, South Africa's Growth Potential: Prospects and Challenges, under the leadership of Prof Charlotte du Toit.

### English summary

#### New SACOMM committee ...

*Mrs Estelle de Beer, a lecturer in the Department of Marketing and Communication Management at the University of Pretoria, was elected the new President of SACOMM. She plans to work hard to expand SACOMM's membership as she sees it vital to the association's future. Another elected executive committee member of the Department of Marketing and Communication Management, is Ms Anné Leonard. Ms Gené van Heerden, also of the Department of Marketing and Communication Management, will represent SACOMM at the conference of the Federation of African Public Relations Association (FAPRA).*



# Rugby celebrity shares business tips with students

**Tuks Marketing Management Honours students received some very useful business tips from rugby celebrity and businessman, Kobus Wiese. Wiese addressed the students at one of his Wiesenhof coffee franchises in Pretoria in November last year.**

Marketing Management lecturer, Prof Ernest North from the Department of Marketing and Communication Management, said that he wanted students to gain experience in the practical side of marketing. And who better to choose as a "lecturer" than Wiese?

Kobus Wiese formed part of the 1995 Springbok World Cup winning team and he now runs a successful coffee shop franchise across South Africa. He is also a regular television presenter on Supersport. This rugby hero turned "business tycoon" shared some success stories and tricks of the trade pertaining both to sport and business with the students.

Wiese's advice to students is that there are many ways to be successful, but if you do not believe in what you are doing, you will seldom realise your dreams.

To be successful in life, not only in the business environment, and to become a well-rounded person, he urged students to be dedicated and disciplined in what they do. According to him the most valuable asset of his franchise business is the employees who treat customers in a professional and friendly manner. These people are the "brand" of the business.



*Kobus Wiese and the Tuks Marketing students, from left: Barbara Torres-Holmes, Thalita Myburgh, Juanne Nel and Lezanne Venter.*



*Prof. Ernest North (front) and the Tuks Marketing students, dressed up in sports gear for their meeting with Kobus Wiese.*



# HR Tuks!

**HR Tuks is a student association established by for students by students of the Department of Human Resources Management. Their vision is to utilise Human Resources Management students as resources in such a way as to enhance the students' future.**

Their mission is to create a national network of human resources managers in associated fields, with the prospect of improving South Africa's human resources management, using the University of Pretoria as their base. Their goals can be outlined as:

- To create greater student interaction;
- to motivate student involvement in the Human Resources Management Department;
- to develop optimally the University of Pretoria's Human Resources Management students;
- to create corporate involvement in the University's Human Resources Management Department;
- to initiate a national human resources network , and
- to make the University of Pretoria the forerunner in the human resources field of study.

Throughout the year, HR Tuks conducts workshops, seminars, socials and academic support groups – all to the benefit of fellow students.



*The TUKS HR Executive for 2005 from left, front: Ms C Mortimer, Ms A de Beer and Mr J Speckman, middle: Ms S Botha and D de Wet, back Ms R E Cuff, Mr P Coetzee and Ms M Marais.*

## Beste prestasie ooit in GR-eksamen

**Die studente wat in 2004 aan die Universiteit van Pretoria (UP) afgestudeer het, het uitstekend gevaar in Deel 1 van die Kwalifiserende Eksamen van die Suid-Afrikaanse Instituut vir Geotrooieerde Rekenmeesters. Hierdie eksamen is in Maart 2005 afgeneem en die uitslae is op Vrydagmiddag 24 Junie 2005 bekend gemaak.**

Van al die deelnemende universiteite in die land het die Universiteit van Pretoria se kandidate die tweede beste presteer. Van die 130 kandidate wat die eksamen vir die eerste keer afgelê het, het 124, of 95,4%, geslaag. Dit verteenwoordig een van die beste prestasies ooit in die geskiedenis van GR-opleiding aan die Universiteit van Pretoria. Van die 25 herhalers wat eksamen geskryf het, het 16, of 64%, geslaag, vergeleke met die nasionale gemiddeld van 29%. Die oorhoofse slaagsyfer van UP-studente wat die eksamen afgelê het, hetsy vir die eerste keer of by herhaling, is 90,3%. Hierteenoor is die nasionale gemiddeld 45%.

Die Universiteit van Pretoria het boonop die merkwaardige prestasie behaal deurdat al sy swart kandidate wat hierdie eksamen geskryf het, geslaag het. Hierbenewens het mnr Dawid de Villiers die uitmuntende prestasie behaal om as een van die tien toppresterders te eindig. Mnr De Villiers doen tans sy klerkskap by die ouditeursfirma Ernest & Young.

Prof Daan van der Schyf, waarnemende hoof van die Departement Rekeningkunde en koördineerder van die GR-program van die Universiteit van Pretoria, skryf dié besonder goeie uitslae toe aan 'n uiters geslaagde spanpoging tussen twee partye: 'n hoogs bekwame, lojale en toegewyde dosentekorps uit die Departemente Rekeningkunde, Ouditkunde, Belasting en Finansiële Bestuur enersyds, en 'n studentekorps wat deurlopend hardwerkend, gemotiveerd en gefokus was andersyds. Wat hierdie groep studente nog verder tot eer strek, is dat hulle ook uitmuntend daarin geslaag het om die drastiese veranderinge in rekeningkundige standaarde, wat in 2004 internasionaal geïmplementeer is, so goed binne 'n beperkte tyd te bemeester.

### English summary

#### UP alumni excelled ...

*The 2004 UP alumni excelled in Part 1 of the South African Institute of Chartered Accountants' Qualifying Examinations, written during March last year. University of Pretoria graduates obtained the second-best results overall, compared to candidates from other South African universities. Of the 130 candidates who sat for the examinations for the first time, no fewer than 124 (95,4%) passed. This represents one of the best ever achievements in the history of CA training at the University of Pretoria. Of the 25 students who wrote the examination for a second time, 16 candidates (64%) passed, compared to the national average of 29%. The overall pass rate of all the UP students, who sat for the examinations, is 90,3%, compared to the national average of 45%.*

*The University of Pretoria also takes pride in the fact that all its Black candidates passed the examination. In addition, Dawid de Villiers proved to be one of the top ten achievers in this examination, which is an excellent feat indeed. The students must be commended for succeeding so superbly in mastering, in such a brief period of time, the vast changes in accounting standards that were implemented in 2004.*



# Tuks Internal Auditing students at Louisiana State University

**The University of Pretoria's Endorsed Internal Auditing Programme (EIAP), made use of an existing international agreement between the University and Louisiana State University (LSU), to formalise a student exchange programme. The LSU's internal auditing programme is rated as the best programme in the United States.**

Four students from the Department of Auditing were selected to do their honours degrees at LSU. They were Mari-Louise Bouwer, Nolo Masemola, Gerhard Mynhardt and Chris Pegg. Feedback from Prof Glenn Summers, co-ordinator of the LSU programme, was that the four Tukkie students exceeded all expectations and were "a hit with the class"! One of the students, Mr Chris Pegg, has been selected as class president, and has also achieved the highest score in one of his first examinations.

As part of the LSU exchange programme, the auditing firm, Deloitte, offered each student a three-month internship in the United States during their summer holidays. Nolo and Chris were sent to New York City, Gerhard worked in Atlanta and Mari-Louise in San Francisco. Feedback from the students was that they had the time of their lives and that it was a great experience. The four stayed in residences on the LSU campus and became involved in campus life from the outset. The University of Pretoria aims to continue this exchange programme in the future.

*From left: Laura Pienaar (UP International office), Mari-Louise Bouwer, Gerhard Mynhardt, Chris Pegg, Nolo Masemola and Rudrik du Bruyn (Senior Lecturer: Department of Auditing).*

# Commercii – the ultimate in being a student

**Commercii is the Faculty House of Economic and Management Sciences. Commercii was established in 2003 after the University decided to reinstate Faculty Houses to provide day scholars with a structure to partake in organised student life that is equivalent to that for students in the residences. At that time, students in the residences participated in most university activities due to the accessible support structures which the residences provided, whereas this aspect of the day students' university life was sorely neglected.**

The founding members of Commercii envisioned a vibrant student environment for commerce students of the "Innovation Generation" which would deliver marketable commerce graduates and future business leaders.

Commercii unites all the departmental student committees in the Faculty of Economic and Management Sciences with the aim of providing a forum for all the diverse groups of the Faculty of Economic and Management Sciences to interact and enrich their studying experience. The departmental student committees in the Faculty include HR Tuks, House CA, TTSA, and AISEC, all of whom play a vital role in providing a well-balanced, vibrant student life for BCom and BAdmin students.

Commercii helps first-year students in the Faculty to find their feet by providing information and guidance. Commercii has an Information lounge, where students can learn how to set up their timetables, find out where their classes are and receive advice on issues related to their courses. The Commercii office remains open in order to clear up any uncertainties that students may have and to support them in any problems they have – after all, a problem shared is a problem halved. Commercii also focuses on short term projects, like a self-defence course for all the students on the campus of the University of Pretoria. Commercii are looking forward to an exciting and bright year helping commerce students to reach their full potential.



# Top taxation achievers recognised

**On 24 June 2005 the results of the March 2005 qualifying examinations for Chartered Accountants (CA(SA)'s) were announced. Apart from the overall brilliant results of Tukkies students, the Department of Taxation is proud to announce that its students obtained the highest marks in the country for the taxation questions in these papers.**

Although the Tukkies students have always been performed well in the taxation questions, the 2005 achievements confirm the fact that the Department of Taxation offers some of the best tax training in the country.

During April 2005, the Department hosted an awards ceremony at the Woodhill Country Club for top achievers in all the taxation courses offered by the Department. The guest speaker was Mr Gerhard Badenhorst from Sonnenberg Hoffmann Galombik Attorneys.



*Mr Gerhard Badenhorst from Sonnenberg Hoffmann Galombik Attorneys, guest speaker at the 2005 Best Taxation Achievers Award Ceremony, and Prof Madeleine Stiglingh, head of the Department of Taxation.*



*The top achievers who received awards at the 2005 Best Taxation Achievers Award Ceremony are (from left): Ms SM Fourie (Tax 220), Ms A van Aswegen (Tax 220), Mr KD Dhanraj (Tax 200), Ms S Smulders (Tax 870), Mr P van der Zwan (Tax 300), Ms S Visser (Tax 313/323), Mr G Taljaard (Tax 701), Ms AD Das (Tax 200), Mr AM Masafu (Tax 391/392/393/394) and Mr RD de Swardt (MCom Taxation).*

## Lessons from Japan

**Honours students in Tourism Management at the University of Pretoria faced an exciting challenge during the second semester of 2005.**

They participated in the 2005 World Students' Tourism Summit, held in Beppu City, Japan, during November 2005. The Summit was preceded by educational caravan tours to Fukuoka, Nagasaki, Kagoshima and Miyazaki. Themes that were addressed at the Summit included: Driving Forces for Tourism Promotion; Elements of Sustainable Tourism Development; and Factors Shaping the Future of Tourism.

The students' brief, resulting from their Japanese experience, was clear: Based on a sound theoretical grounding, an incisive analysis of international best practice, as well as the experience gained and lessons learnt during the Summit, they had to complete various projects in terms of destination marketing, attractions and events management, as well as the key outcomes of the 2005 Summit Workshop. They presented their findings and recommendations to industry stakeholders during a final honours presentation that was held in December 2005.

According to Prof Ernie Heath, project facilitator, the focus of Tourism Studies at the University is not only on providing students with a sound academic foundation, but also on enabling them to gain practical exposure and to become involved in relevant industry-related tourism initiatives. In the process, students can also add significant value to the knowledge base which, in turn, guides future tourism industry strategies and plans.



*Honours Tourism Management students who participated in the 2005 World Student Tourism Summit in Japan, from left: Michelle Hattingh, Svetlana Surovitshikh, Timothy Goodman, Rachel Norris, Felicite Fairer-Wessels and Tania Pretorius.*

FAKULTEIT EKONOMIESE EN  
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university of pretoria  
universiteit van pretoria  
university of pretoria  
universiteit van pretoria  
university of pretoria  
universiteit van pretoria  
TEL: + 27 12 420 4111  
university of pretoria  
universiteit van pretoria  
university of pretoria  
universiteit van pretoria