

communiqué

FAKULTEIT EKONOMIESE EN
BESTUURSWETENSAPPE

FACULTY OF ECONOMIC AND
MANAGEMENT SCIENCES

2006

MINISTER
receives
degree



HONORARY
DOCTORATE
to Dr Motsuenyane



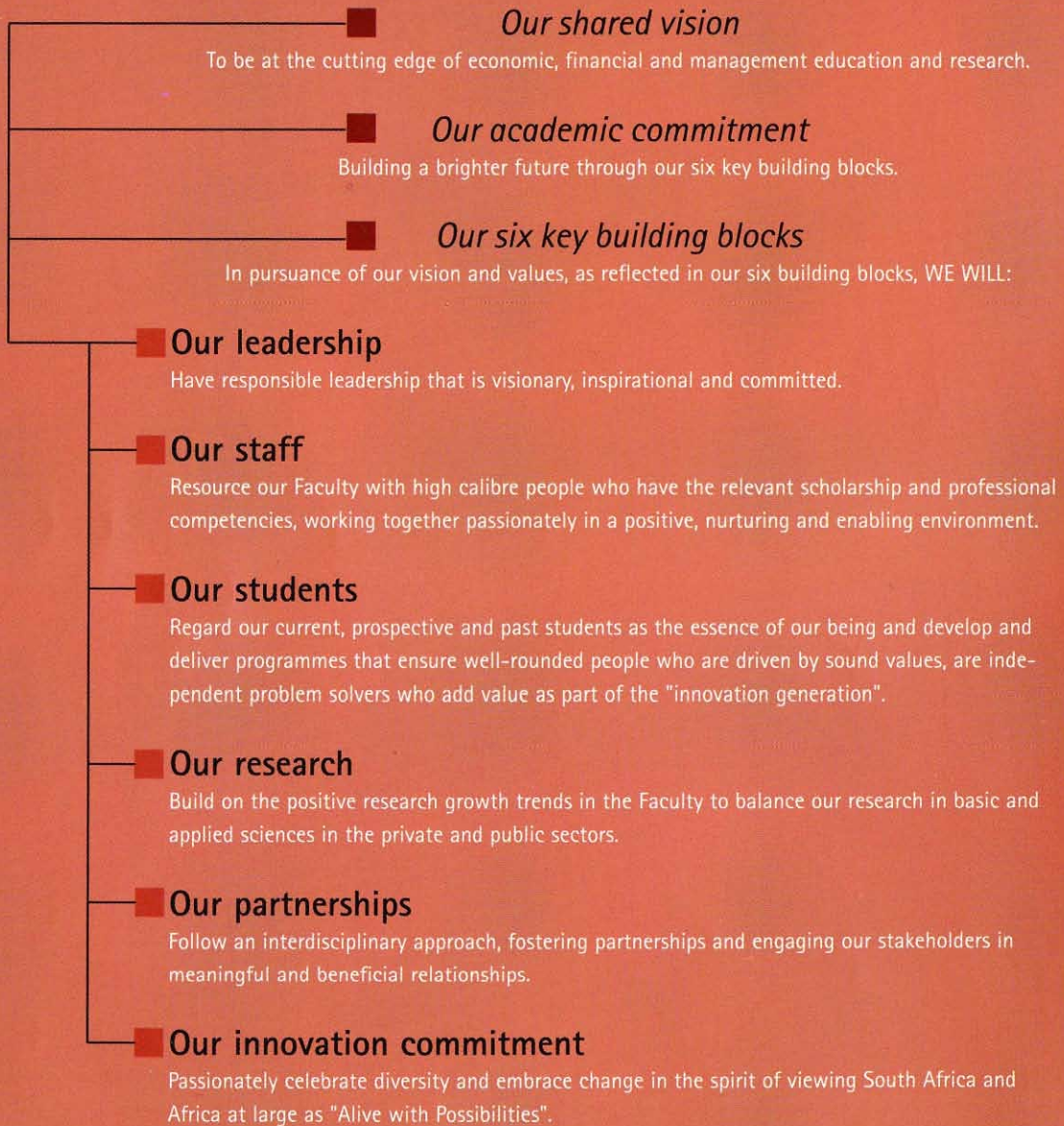
REACHING
OUT TO
the HEART
of a CHILD

An EVENTFUL ACADEMIC YEAR



UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA

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



communiqué

c o n t e n t s

2006

LEADERSHIP



- 4 From the Dean's desk
- LEADERSHIP**
- 5 New Vice-Principal to lead the Faculty
The challenges of management education
- 6 The SPMA achieves status as an independent professional school

STAFF



- STAFF**
- 7 Prof De Wit neem afskeid
Prof Nico Roux – In Memoriam
- 8 Staff members recognised for innovation
Special advisor to the South African Government

STUDENTS



- 9 The Faculty's own reality TV star
Reaching out to children in need
- 10 Die wêreld aan die voete van 'n Oud-Tukkie
- 11 'n Droom word waar
Uit die hart van 'n kind
- 12 Good, better, best
- 13 Minister receives a Masters Degree
Die Fakulteit erken sy sportsterre
- 14 Tourism Volunteers Programme adds value at many levels
- 15 Collecting balls for charity

RESEARCH



- 16 Looking past the Trade Balance Deficit
- 17 Simply the Best
Settlement discount
- 18 GABEK – the way to go with research
SAJEMS
- 19 World Bank Tax Practitioner Survey might bring relief
New benchmark for small business management

INNOVATION



- 20 Leaders join our Department of Tourism Management
Patents, Prizes and Pleasure
- 21 What an amazing view
Gravity model for trading partners of South Africa
- 22 Practical training for entrepreneurs
PhD students hooked on research

PARTNERSHIP



- 23 Honorary Doctorate for Dr Sam Motsuenyane
Southern African Tax Institute winter programme
- 24 RBI hosts breakfast meeting
- 25 UP recognized as CFA Program Partner Institution
- 26 Theory meets practice
- 27 Laureate awards for the Faculty
- 28 A "reality check" for students
- 29 International student seminar
- 30 The Department of Tourism Management does it again
Uit toeka se dae
- 31 Departement Ouditkunde tree op as gehalte versekeraar

Communiqué

is issued by: Faculty of Economic and
Management Sciences
University of Pretoria

Alumni and other stakeholders of this
Faculty receive COMMUNIKÉ free of charge.
Opinions that are expressed in this
publication are not necessarily the
opinion of the Faculty.

ENQUIRIES:

The Editor: Communiqué
Faculty of Economic and Management
Sciences
University of Pretoria
PRETORIA 0002
Tel: (012) 420-4753
Fax: (012) 362 5194
E-mail: sonja.vanderwaldt@up.ac.za

Editors
Sonja van der Waldt
Doret van der Westhuizen
(012) 420-4753

Production
CHILL Design
(012) 332-3833

Printing
CPD Print
(012) 342 1978

Editing
Michelle Viljoen



Message from the Dean's desk

Business confidence in South Africa remained high in 2006. This was demonstrated, among others, by the continuing bull market on the JSE Securities Exchange. Buoyant consumer spending was tempered somewhat by gradual interest rates increases announced by the Reserve Bank.

An ever increasing number of tourists visiting our country was particularly heartening, with South Africa being recognised as one of the top preferred tourist destinations in the world. These and other developments create wonderful opportunities for our graduates and students to contribute to the economy and assist in creating a better life for all the people of South Africa.

On the academic front, 2006 was an eventful year for the Faculty of Economic and Management Sciences. The University recognised four staff members in the Faculty for excellence in teaching innovation. We are especially proud of Prof Yolanda Jordaan and Prof Berendien Lubbe who received Laurentius awards.

Several other staff members received their Masters and Doctoral degrees and five of our young staff members are presently studying and lecturing abroad at the University of Toronto, Carnegie-Mellon University, Monash University, the National University of Singapore and the Vrije University in Amsterdam. The Faculty nominated Dr Sam Motswenyane for an honorary doctorate for his contribution to the development of black entrepreneurs.

The research momentum in the Faculty continued, with a further increase in the number of referred articles published as well as the publication of several new academic books. Two of the academic journals of the Faculty were accepted on international indexes of academic journals. The South African Journal of Economic and Management Sciences (SAJEMS) was accepted on the International Science Index (ISI) and the Journal of Public Management on the International Bibliography of Social Sciences (IBSS).

'Commerciï', the Faculty's student house and other departmental student houses were very active during 2006, organizing several interesting events for our students. 'Commerciï'



Prof C Koornhof, Dean of the Faculty of Economic and Management Sciences

received a trophy from the Student Representative Council for being the house that made the most progress during the year. Many of our students were also actively involved in the community outreach programmes of the Faculty.

The year 2006 was also a year of planning and preparation for three important future events:

- The Higher Education Quality Committee (HEQC) audit of the University of Pretoria in May 2007.
- The 2008 Centenary celebrations of the University of Pretoria.
- The 2010 Soccer World Cup.

I hope that you will enjoy reading about the many activities of the students and staff of the Faculty. May I conclude by thanking our staff and students for their input and contribution to the 2006 edition of *Communiqué*.



New Vice-Principal to lead the Faculty

"South Africa needs real world-class universities that can compete at the highest level. The University of Pretoria is already among the universities that are competing at a high level and has a good reputation." – Prof Nthabiseng Ogude

Prof Nthabiseng Ogude has been appointed as Vice-Principal at the University of Pretoria and also has line responsibility for the Faculty of Economic and Management Sciences. She is not only the first black woman to serve in this position at the University, but was also the first black woman to obtain a PhD in Chemistry (Chemical Education) from the University of the Witwatersrand. Prof Ogude held other positions as Deputy Vice-Chancellor (Research, Technology and Innovation) at the Nelson Mandela Metropolitan University and Dean of Research at the Technikon RSA. Prof Ogude has 26 years of experience in tertiary education. She also has extensive management and leadership experience resulting from her ten years in senior strategic, academic leadership positions.

Prof Ogude was born in Sharpville and is married to Prof James Ogude, an Associate Professor at the University of the Witwatersrand. The couple has two grown-up children.



Prof Nthabiseng Ogude, new Vice-Principal of the University of Pretoria

The challenges of management education



Prof Giel Nieman, Head of the Department of Business Management.

The head of the Department of Business Management faces the challenges of management education in a developing and transforming country.

The Head of the Department of Business Management in the Faculty of Economic and Management Sciences, Prof Giel Nieman, presented his inaugural address on June 6, 2006. His address focused on the challenges of management education in a developing and transforming country. According to him, South Africa has been in a process of transformation since 1994 and its political and social systems have changed drastically over the past twelve years. It is furthermore regarded as a developing economy with particular problems, legacies and inequities that require attention and focus. Prof Nieman said that certain challenges to management education emanate from these changes. He feels that it is important to consider how the political environment and the business landscape have changed in South Africa and what government and business expect from universities, in particular in terms of business and management education. In his address he also considered what is happening in management education in other parts of the world and how the Department of Business Management at UP has responded and should reshape its management education to meet these challenges.

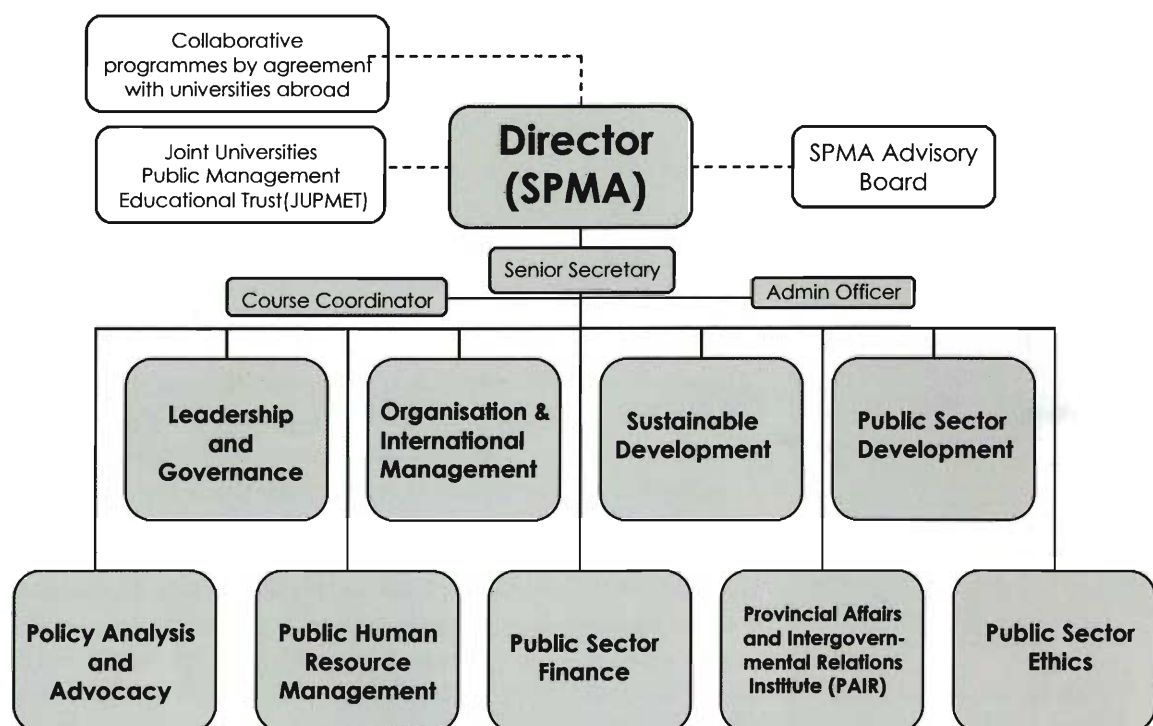
The SPMA achieves status as an independent professional School

It is with elation that the School of Public Management and Administration (SPMA) announces its establishment as an independent professional School within the Faculty of Economic and Management Sciences. Since its inception in 1994 it has demonstrated its commitment to and excellence in promoting sustainable development in the public sector in South Africa, Africa and beyond.

By virtue of its business, the SPMA serves as the main repository of research and as a conduit for education and training in the South African Public Administration and Management arena. The SPMA advises several government departments in the national, provincial and local spheres. It is recognised as being innovative in academic and professional programme development. This elaboration signifies that the School has established a significant relationship with the South African Civil Service and has positioned itself within the African Public Service and the New Partnership for Africa's Development (NEPAD) as a formidable tertiary institution to be noted and consulted.

Regionally and internationally, its relationship with relevant entities is expanding. The School has close ties with foreign diplomatic services, USAID, various academic institutions, policy think tanks and prominent advocacy groups. In an education and training context, the SPMA prides itself as being Africa's largest postgraduate School in Public Management and Administration. It has emerged as having one of the strongest leadership and governance programmes in Southern Africa (through collaborations with Gonzaga University's Leadership Studies Programme and through the Knowledge Exchange Learning Partnership programme).

Internally, the School functions as a unit consisting of a conglomerate of focal areas or programme units. This arrangement allows for focused teaching and research activities and improves efficacy in terms of its own administration and management. The following internal diagram explains the internal organizational structure of the School.



Prof De Wit neem afskeid

“Dit was vir my ‘n besondere eer en voorreg om so lank aan die Universiteit van Pretoria verbonde te kon wees”, – afskeidswoorde van prof Piet de Wit.

Prof De Wit was die waarnemende departementshoof van die Departement Ondernemingsbestuur in die Fakulteit Ekonomiese en Bestuurswetenskappe. Hy het gedurende 2006 afgetree na meer as sewe-en-twintig jaar se diens aan die Universiteit.

Sedert prof De Wit op 1 Januarie 1980 as ‘n dosent begin het, is daar al vyf verskillende rektore, ses dekane en vyf departementshoofde aangestel. Soos die mense gekom en gegaan het, het prof De Wit gebly en baie veranderinge by die Universiteit waargeneem.

“Ek sal graag wil sien dat Tuks as die grootste en beste universiteit in die land en daarna as een van die toonaangewende universiteite in die wêreld beskou word”, is die groot droom wat prof De Wit vir Tuks het. Hy meen die feit dat Tukkies ‘n oop universiteit vir alle rasse is en klasse in Afrikaans en Engels aanbied (toe hy hier begin het was die Universiteit slegs Afrikaans), ‘n

goeie begin is en dat daar in die toekoms net verder op gebou kan word.

Een van die hoogtepunte van prof De Wit se loopbaan was toe hy as die eerste direkteur van die Instituut vir Bedryfsekonomiese Studies aangestel is. “Maar om ‘n dosent te wees, het van elke dag ‘n hoogtepunt gemaak,” sê hy.

Prof De Wit het na sy aftrede na Stilbaai in die Suid-Kaap verhuis, waar hy mede-aandeelhouer in twee eiendomsagentskappe is. Wanneer hy nie langs die see loop of met aandeel op die Johannesburgse Effektebeurs speel nie, sal hy verseker terug verlang na sy dae as ‘n Tukkies.



Prof De Wit, gewese waarnemende hoof van die Departement Ondernemingbestuur tydens sy afskeid.

English summary

Prof De Wit says goodbye

In 2006 the Faculty of Economic and Management Sciences bade farewell to prof Piet de Wit, acting Head of the Department of Business Management. Prof De Wit's career began in 1980 as a lecturer in the Department of Business Management. He "outlived" six deans and five heads of departments during his time at the Department. Prof De Wit's wish for the University of Pretoria is for it to be a leading University in the world. Prof De Wit moved to Stilbaai after his retirement where he is the co-owner of two estate agencies.

Prof Nico Roux – In Memoriam

It is with immense sadness that we mourn the loss of our colleague and good friend, Prof Nico Roux, who passed away on 30 August 2006. He was fondly referred to as the "Ambassador", because of his excellent and unique interpersonal acumen, as well as his research and teaching interest in International Management and Administration. We will remember Prof Roux for his kind nature, his sense of humor and his ever-present pipe continuously billowing smoke. In his honour the School of Public Management and Administration (SPMA) will commemorate his ever-lasting imprint by annually issuing two student awards in his name and re-naming the student reading and teaching facility in the School to the Professor Nicolaas Ligthard Roux Reading Room.



Staff members recognised for innovation

The following staff members of the Faculty received awards at the 2006 Education Innovation Awards Ceremony.



● **GP van Rheede van Oudtshoorn** of the Department of Marketing and Communication Management received an award in recognition of education innovation in the category Innovation in learning facilitation/learning for *A unique approach to teaching at the UP.*



● **Elbie Antonites** of the Department of Financial Management received a certificate for education innovation in the category Innovation in learning facilitation/teaching for *Web-supported facilitation of learning in Financial Risk Management.*



● **Yolanda Jordaan** of the Department of Marketing and Communication Management received a Laureatus Award in the category Innovation in learning facilitation/teaching for *The creation of a customer relationship management programme for Cell C's CY product for the youth market.*



● **Berendien Lubbe** of the Department of Tourism Management received a Laureatus Award in the category Innovation in learning facilitation/teaching for *Innovative approaches in advanced tourism distribution management to engage students in the learning process and to prepare them for entry into industry.*

Special advisor to the South African Government

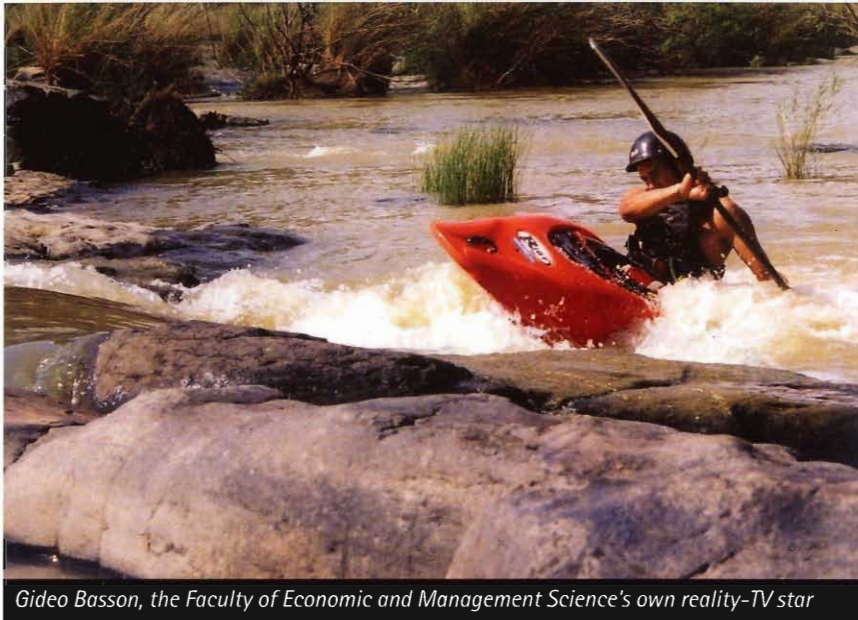


Prof Jerry Kuye, Director of the School of Public Management and Administration.

Prof Jerry Kuye was appointed as a special advisor to the South African Government as well as to the panel of six judges for the Gauteng Public Service Excellence Awards during 2006.

The University of Pretoria and the Faculty of Economic and Management Sciences are proud to have Prof Kuye as the Director of the School of Public Management and Administration. It serves as an indication of the high calibre of leadership in our midst.

The projects that had to be assessed for the Gauteng Public Service Excellence Awards are adjudicated annually in terms of the Batho Pele value set. The main objectives of the 2006 awards were to showcase and celebrate the achievements and service excellence of the Gauteng Provincial Government, and to inculcate a culture of continuous improvement within the Province. These values and objectives are closely aligned with the Constitutional principles of good governance and human rights. The Public Service Excellence Awards are set to serve as an incentive for ensuring that Gauteng continues to encourage innovation whilst cementing the ideal of "We belong, we care and we serve".



Gideo Basson, the Faculty of Economic and Management Science's own reality-TV star

The Faculty's own reality TV star

The Faculty's own reality-TV star, Gideo Basson, participated in the programme, You're Hired, on SABC 2 during the first weekend of April 2006.

Gideo, a BCom Tourism Management Honours student, was chosen from nine candidates to compete against a TUT student, Karel van Heerden, for the position of river guide at Kalahari Adventures. "I have decided to tackle opportunities as they come. Should I get the position, great. If I don't I will still have my other job at Mobile Adventures on the Crocodile River just outside Pretoria."

Gideo and Karel were flown to the Kalahari near the Augrabies Waterfalls, where they had to compete against one another on a slalom obstacle course. Gideo walked away as the winner. Back in the studio the two had to compete who could hold their breath the longest. Karel won that competition. Ultimately the public decided who should win, by phoning in or sending an sms identifying their winner. Gideo secured 40% of the votes.

Gideo speaks passionately of his first river rafting experience. At the tender age of 15 he tackled the Orange River with two friends – 1 500 km, which took them 34 days to complete. "If I now look back I can't believe my parents actually let me go, but I am glad they did! It was a life-changing experience. After you have looked death in the face, nothing looks the same anymore. Nothing can disappoint you anymore if you have done something like that on your own."

Gideo has weathered rivers in Brazil, America and Europe, but becomes nostalgic about the Tugela River in flood, which he rowed into the sea, and the Kraai River in the Eastern Cape. And the future? "First of all, I want to finish my honours degree and if I don't get work in the tourism industry, I will go overseas. And who knows? Maybe I will have my own reality programme!"

We will be on the lookout.....!

Reaching out to children in need



A Beyers Bytjie kid gets her face painted by a student of the Faculty

The Faculty's second community outreach project took place in October 2006.

The Faculty of Economic and Management Science's Human Resource Management Department, along with its HR Tuks Committee and the Faculty's Commercii Committee arranged a day of fun and activities at the Beyers Bytjies crèche in Danville, Pretoria West. Beyers Bytjies is attended by 140 mostly under-privileged and underfed children between the ages of 5 and 6 years. The goal of the crèche is to be of value to the community and afford less fortunate children the opportunity to receive the necessary care and stimulation as well as a healthy daily meal. The day proved to be a great success. Everybody involved had fun. The kids were busy the entire morning. First they spent some of their seemingly endless energy on a jumping castle after which they were entertained by an equally energetic clown. This surely whet the kids' appetites, and snacks and refreshments followed. Party games, including Pass the Parcel followed, leading up to one of the day's highlights for the kids, namely face painting, where Batman and Blue Bulls featured as predominant themes. A lunchtime snack of boerewors rolls and fruit juice, kindly sponsored by the Meyerspark Butchery was an apt end to the busy day, that will remain in the minds of all involved for many years to come. Seeing the smiles and joy of the children was an overwhelming experience.

Die wêreld aan die voete van 'n Oud-Tukkie



English summary

The world at his feet

From the rock group Hi-5 to shows in the Royal Albert Hall with Nataniël, thereafter his first solo production, and Dihan Slabbert has the world at his feet.

Dihan left Hi-5 because he always knew that he wanted to pursue a solo music career. He considers it a great privilege to have worked with Nataniël. It was an even more exciting experience to perform in the Royal Albert Hall in London – the same venue in which Robby Williams and Cliff Richard have performed. He also did a one-man show called Prinz and enjoyed it tremendously.

Dihan is currently recording his first album. He obtained his BCom Tourism Management degree at the Faculty of Economic and Management Sciences, which gave him a sound business background, a skill much needed in the entertainment world.

Van die popgroep Hi-5, na optredes saam met Nataniël in die Royal Albert Hall en sy eerste solo-produksie, lê die wêreld aan die voete van hierdie oud-Tukkie: Dihan Slabbert gesels oor waar hy vandaan kom en waarheen hy op pad is...

Hoekom het jy Hi-5 gelos? Ek het nog altyd, vandat ek 'n klein seuntjie was, gewoet dat ek eendag wil sing en dat ek 'n solo-loopbaan wil hê. In my laaste jaar van *swottings* is ek genader om in Hi-5 te sing en het ek die geleentheid met albei arms aangegryp om sodoende in die musiekbedryf in te kom. Na 3 jaar by Hi-5 het ek ongelooflik baie geleer en baie ervaring opgedoen, en het ek gevoel dat dit tyd is om my vlerke te spreid en my eie ding te doen.

Mis jy die band? Ek mis van my kollegas en die pret wat ons saam op toere gehad het, maar ek mis die konsep glad nie.

Watter deure het Hi-5 vir jou oopgemaak? Deur Hi-5 het ek wonderlike mense ontmoet saam met wie ek vandag nog 'n pad stap.

Jy het saam met Nataniël aan 'n produksie gewerk. Hoe was dit? Dit is 'n ongelooflike eer en voorreg om saam met 'n meester en perfeksionis soos Nataniël te werk. Ek het baie respek vir hom en ek leer oneindig baie. Hy het 'n fantastiese sin vir humor en *rehearsals* is baie pret. Ons lag ongelooflik baie.

Vertel bietjie meer van jou optrede in London. Ek was nog in Hi-5 toe die ongelooflike geleentheid oor my pad gekom het. Nataniël was besig om sy debuutvertoning in London in die Royal Albert Hall te reël en het dit goed gedink om twee gaskunstenaars saam te neem, en so is Hi-5 en Jak de Priester genooi om hom te vergesel!

Hoe het dit gevoel om in die Royal Albert Hall op te tree? Dit was 'n onvergeetlike ervaring! Dit was so oorweldigend om te dink dat kunstenaars soos Robby Williams en Cliff Richard al op die verhoog gesing het. Die akoestiek is fantasties in die saal!

Jou eerste eenmanproduksie Prinz is so pas verby. Wat was die terugvoer daarop? Die terugvoer was verskriklik positief. Die gehoor het dit baie geniet.

Wat was jou ervaring daarvan? Ek het dit baie geniet! Die musikante saam met wie ek werk, is talentvol en is maklik om mee saam te werk. Ek dink dit was 'n reuse sukses vir die eerste een.

Beplan jy om 'n CD te record? Ek is baie opgewonde! Ja, ek is besig met die opneem van my eerste *single*. Die CD sal drie of vier *songs* op hê.

Jy het 'n graad in BCom Toerismebestuur. Help dit jou in die musiekindustrie? Omdat ek BCom geswot het en 'n bemerking en ondernemingsbestuur as hoofvak gehad het, het ek baie besigheidskennis opgedoen. Ek weet iets van bemerking af en 'n kunstenaar is niks anders as 'n produk of diens wat bemark moet word nie!

Mis jy die studenteleeu? Ek mis die vryheid en kommerloosheid daarvan.

Wat is jou planne vir die toekoms? Ek sal graag my lyf nog akteur wil hou en ek sal net so graag nog die musiek vir 'n *movie* wil skryf. Een van my groot drome is om 'n duet saam met elke sanger of sangeres op te neem na wie ek opkyk en wat my inspireer!



'n Droom word waar

Om op St Andrews in Skotland te speel, is iets waarvan meeste golfspelers net droom.

Van Mosselbaai, na Skotland, na Italië en dan Mpumalanga... Dit klink soos die lewe van 'n professionele gholfer. Eintlik is dit die lewens van twee van Tuks en die Fakulteit Ekonomiese en Bestuurswetenskappe se top gholfers, Louis Moolman en Lëan Boezaart.

Moolman en Boezaart het Tuks se naam hoog gehou toe hulle in Julie in Skotland onderskeidelik die 15de en die 19de plekke in die Boyd Quaich Memorial Tournament onder ongeveer 75 deelnemers behaal het. Die prestige toernooi word bykans 'n halwe eeu lank al gehou en vind op St Andrews plaas, een van die oudste en beroemdste golfbane in die wêreld. "Die golfbaan was ongelooflik, dit was 'n groot eer om daar te speel," sê Boezaart, wat vir die eerste keer oorsee gespeel het. Moolman het in sy tweede rondte 'n telling van 67 behaal, wat die beste rondte van die toernooi was. "Ek was baie trots dat ek 'n telling onder baansyfer oorsee kon behaal," sê hy.

Moolman is ook gekies vir die SASSU-span. "Ons is 'n baie goeie span. Twee van die top drie amateurs in Suid-Afrika is in ons span," sê Moolman.

Boezaart het ook Tuks tot oorwinning gelei toe hy vir Willie van der Merwe van Tshwane Universiteit van Tegnologie (TUT) in die uitspeel op die eerste ekstra putjie geklop het. "In Skotland kon ek nie vir my lewe 'n bal sink nie. Darem het dié een geval toe dit saak gemaak het."

Dit was die eerste liga van sy soort tussen Tukkies, TUT en Universiteit van Johannesburg (UJ) en is oor drie Sondae by die Blue Valley gholfklub in Midrand gespeel. "Ek kan nie glo ons het gewen teen TUT nie. Hulle gholfakademie het die beste gholfers in die land. Hulle swot nie eers nie." sê Boezaart wat vir nou eers klaar gholf gespeel het en weer 'n bietjie tyd voor die boeke moet deurbring.

English summary

A dream come true

To play at St Andrews in Scotland, one of the oldest and most famous golf courses in the world, is something most golfers only dream about. From Mosselbaai, to Scotland and Italy and then back to Mpumalanga Sounds like the life of a professional golfer! In fact it's the life of two of Tuks' as well as the Faculty of Economic and Management Science's top golfers, Louis Moolman and Lëan Boezaart.

Moolman and Boezaart made Tuks proud when they obtained 15th and 19th positions respectively out of 75 participants in the Boyd Quaich Memorial Tournament in Scotland during July 2006. Moolman was also chosen for the SASSU team.

During a first league of its kind between Tuks, TUT and University of Johannesburg (UJ) held over three Sundays at the Blue Valley Golf Club in Midrand, Boezaart secured a win for his team when he beat Willie van der Merwe.

From the heart of a child

"Are you coming again tomorrow?", asks a small painted Spiderman face – eyes big and hopeful.



Commerci, the Faculty of Economics and Management Science's student house, together with the staff of the Faculty reached out to the Mohau Centre for orphans in Atteridgeville. The Mohau Centre is an orphanage housing 46 children aged from birth to 13 years old. All of these children have either been neglected or abused or been affected by HIV.

The students and staff donated sponsored stationery, food, baby accessories and clothes to the Centre and treated the kids to a party in the afternoon. One of the little boys was so eager to put on his new tracksuit that he immediately asked a student to help him with it. A jumping castle, face painting, puppet theatre and a chocolate fountain were all part of the fun.

"This outreach action was a huge success. The kids, students and staff all had a great time. The only problem was that the day was too short!"

Good, better, best



Michelle Brynard, a BCom Marketing Management graduate from the University of Pretoria, received the 2006 Chancellor's Medal. Michelle told *Communiqué* more about herself and her plans for the future.

Where were you born and at which school did you matriculate? I was born in Pretoria and matriculated at Hoërskool Eldoraigne in Centurion.

Were you an academic achiever at school as well? Yes, I obtained six distinctions in Matric. I have to say that I was quite shy about being an academic achiever at times. I really liked to social and I was never considered to be one of the kids that spent all their time behind the books. I always felt like the odd one out at the end of the term when they announced the top 10 students. But I must also mention that I appreciated it when I got to university and my studies cost me virtually nothing because of my good grades.

What made you decide to study BCom Marketing Management? I am a very creative and social person and I like to be surrounded by people. Therefore I wanted to study in a field where I could realise myself creatively.

Why was Tuks your first choice? The fact that Tuks is an internationally accredited university with very high standards convinced me to enroll at Tuks.

Did you have time to social during your studies, or did you have to study all the time? There is always time to social, but not as frequently as during my school days. The work is so much more and the pace so much faster at university. You really have to do your bit if you want to keep up.

Where do you work at the moment? I currently work as a marketing graduate at Nestlé's head office in Randburg and I really enjoy every moment of it. Each day is a challenge and I have lots of opportunities to learn and expand my knowledge and experience.

Are you able to apply your degree in your work situation? Absolutely! My degree supplied me with the necessary background to support me with the daily challenges and it also gives me the foundation on which to build my experiences.

Will you recommend tertiary studies to young people? Definitely, as it takes you so much further with your career. It also opens more doors for you careerwise, compared to the applicant with only matric behind his name.

How do you feel about the Chancellor's Medal you have received? I am so proud of it! It is going to open many doors for me in my career. It is always great to be rewarded if you have worked hard.

What are your dreams for your future? Careerwise I would like to be the marketing head of a company or even to have my own interior decorating business. I am not interested in becoming the managing director or chief executive officer of a company as I believe there is more to life than just work! I would also like to travel the world with my husband and to experience the people and cultures of different countries. As a person I would like to send out so much love and energy that people would like to be with me constantly.

Do you have any hobbies? I enjoy spending time with my family and friends and of course to shop till I drop! I love to make my home pretty and to lose myself in a nice romance novel. I also like to travel and explore new places and cultures.

Any advice or messages for young South Africans? Anything is possible with the right mindset, the necessary perseverance and help from above.

Minister receives a Masters Degree



From left: Prof Carolina Koornhof (Dean of the Faculty of Economic and Management Sciences), Prof Calie Pistorius (Vice-Chancellor and Principal of the University of Pretoria), Minister Geraldine Fraser-Moleketi (Minister of the Department of Public Service and Administration) and Prof Jerry Kuye (Director: School of Public Management and Administration)

Minister Geraldine Fraser-Moleketi, who has been a minister in the Department of Public Service and Administration since 1999, was awarded a Masters degree in Administration (cum laude) by the University of Pretoria.

According to Minister Fraser-Moleketi, it is very important for public service employees to keep abreast with global trends. The title of her dissertation was "Public Service Reform in South Africa: An overview of selected case studies from 1994-2004".

Even though she has a demanding job, she made time for her studies by using every single minute she had, even if it was on flights. Her supervisor was the Director of the School of Public Management and Administration, Prof Jerry Kuye. He said she is a hard-working person, that she has all the potential to achieve great success and that it would be just a matter of time before she completes her doctorate.

Die Fakulteit erken sy sportsterre



Die Fakulteit se sportsterre (van links na regs): Byron Swanton, prof Carolina Koornhof (Dekaan), Oscar Pistorius en Tamaryn Laubscher

English summary

The Faculty recognises its sports stars

Students of the Faculty of Economic and Management Sciences not only excel academically, but are also achievers on the sportsfield. On July 28, 2006 the Faculty recognised its top sport stars. The function was attended by the Commonwealth Games swimmer, Tamaryn Laubscher, world champion and gold medalist in the 200m sprint and Byron Swanton, who won a silver medal at the Commonwealth Games for pistol shooting. Lèan Boezaart and Louis Moolman, two top golfers, were still competing abroad and were unable to attend the function.

Die Fakulteit Ekonomiese en Bestuurswetenskappe se studente presteer nie net akademies nie, maar laat hulself ook wêreldwyd op die sportveld geld. Op 28 Julie 2006 het die Fakulteit erkenning gegee aan studente vir hulle sportprestasies die afgelope jaar. Die Statebondspele-swemmer Tamaryn Laubscher het die geleentheid bygewoon saam met Oscar Pistorius, wêreldkampioen en goue medaljewenner in naellope, en Byron Swanton, wat by die statebondspele vir pistoolskiet 'n silwer medalje verwerf het. Lèan Boezaart en Louis Moolman, twee van Tuks se top gholfers wat onlangs op St Andrews in Skotland 'n toernooi gespeel het, kon dit ongelukkig nie bywoon nie omdat hulle toe nog in die buitenland was. Die Dekaan van die Fakulteit, prof Carlolina Koornhof, het hulle geluk gewens met hul prestasies en daarna is lekker gekuier.

Tourism Volunteers Programme adds value at many levels



The group of Tuks Tourism Management honours students who worked on the Mozambique project.

Honours students in Tourism Management were actively involved in the development of tourism routes in Mozambique as part of their honours studies.

The project: "Unlocking the Tourism Potential of Northern Mozambique", was undertaken in collaboration with the United Nations World Tourism Organization (UNWTO), the Mozambican Ministry of Tourism (MITUR), United States Agency for International Development (USAID), Nathan Associates and George Washington University (GW).

Part of the project was the design of a tourism statistics system and providing assistance with new product development in Northern Mozambique and was supported by the Faculty of Economic and Management Sciences. The intense ten-week programme involved

eight weeks of coursework and research, followed by two weeks of fieldwork in Northern Mozambique during the period 22 September to 5 October 2006. The fieldwork included visits to key sites in Northern Mozambique. Fieldwork priorities also included the design, administration and analysis of a pilot resident tourism satisfaction survey, a baseline accommodation data collection initiative in the province of Cabo Delgado, the creation of innovative and comprehensive trip circuits and individual business plan consultations with participants of the George Washington Tourism Product Development Course.

The overall goal of the project was to assist tourism stakeholders in Northern Mozambique in capitalising on their tourism resources. The key findings of the project were synthesised and presented to a wide range of key stakeholders at the Pemba Beach Hotel on 5 October 2006. Participating stakeholders included the Tourism Directors of the three Northern Provinces of Mozambique; high level members of the Tourism Ministry and National Statistics Institute; key members of the private sector; several NGOs, USAID and other members of the development community. A further presentation was made in Pretoria on 14 November 2006 to stakeholders based in South Africa with a current or potential interest in Northern Mozambique. The positive impact and benefits of this project are captured in the comments of one of the stakeholders after attending a presentation on the project: "It was informative, enthusiastic and very professional". It is envisioned that the project will be the start of a mentoring relationship in which the University of Pretoria supports the Universidade Católica de Moçambique (UCM) to become a TedQual-certified institution of the World Trade Organisation.

Collecting balls for charity



BCom Tourism Management students having fun during the tourism festival.



As part of the 2006 Tourism Month celebrations, the Department of Tourism Management and the Tuks Tourism Students Association (TTSA) held a fun-filled and action-packed *Tourism Enriches Towards 2010 Festival* on campus on Thursday, 14 September 2006.

A highlight of the festival was the collection of a few hundred soccer balls, which were displayed on the Piazza at the Student Centre. These balls were distributed to disadvantaged schools and orphanages.

Other highlights of the day included a "Towards 2010 Food Festival", during which nine third-year teams, under the leadership of Mr Cyril Francis, prepared dishes representative of the countries of the top teams at the 2006 Soccer World Cup. A Creative Vuvuzela and Helmet Design Competition as well as a Penalty Shoot-out competition were also part of the fun.



Looking past the Trade Balance Deficit

The Investment and Trade Policy Centre (ITPC) of the Department of Economics publishes a monthly trading review (imports and exports) about South Africa in the Gauteng Business Magazine. The publication is aimed at small and medium enterprises (SMEs) in South Africa.

In recent months, the familiar sight of the trade balance deficit has been a pertinent topic of discussion, and with the trend still not showing signs of changing, economists need to consider what is "subsidising" this deficit. Before this issue is addressed, it is important to mention that the trade balance deficit for September was R175 million, which is substantially less than the previous months – yet still in negative territory.

The cumulative trade deficit for the first nine months of 2006 remains however, at the frightening number of R41.393 billion. Of concern is that this number does not seem to discourage the South African consumer who seems to continue spending merrily. This, of course, is of concern since it is creating inflationary pressures and is part of the reason for the interest rate hike in October 2006. This raises the question that economists posed at the outset – where is the financing of the deficit – the R41.393 billion – coming from?

Part of the answer may be found in the recently released United Nations Conference on Trade and Development (UNCTAD) World Investment Report 2006, which deals with Foreign Direct Investment (FDI) from developing and transition economies. The report provides an interesting perspective on the broader investment picture in Africa and in South Africa. In 2005 South Africa recorded an inflow of foreign direct investment that totalled US\$6.4 billion, a significant increase from only about US\$0.8 billion in the previous year. One must, however, take into account that the ABSA/Barclays Bank deal accounted for over US\$5 billion of this amount. Furthermore, one has to remember that according to the deal, ABSA now has to acquire some of Barclays' operations on the African continent – essentially capital outflows.

It is evident that internationally there is confidence being shown in the South African economy, not merely through talk, but through the ABSA and other deals, resulting in investment flows. This is further emphasised through foreign companies, such as British communications giant Vodafone investing an amount of



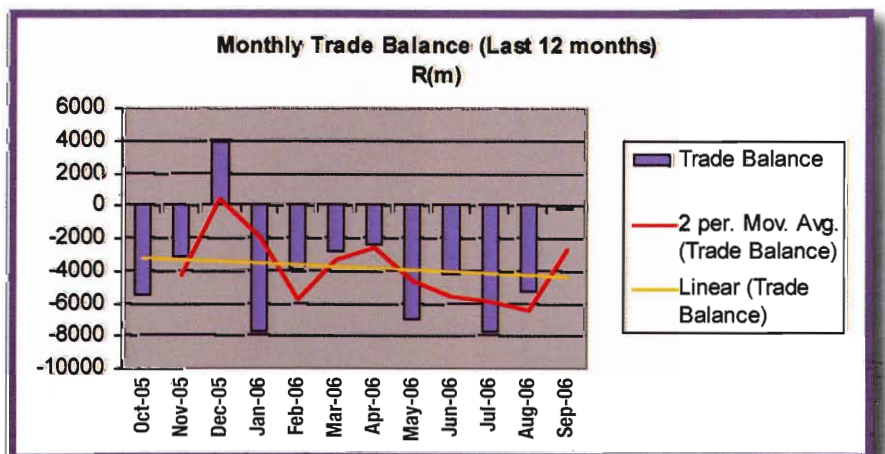
From left: Riaan de Lange, Reyno Seymore, Tewodros Gebreselassie, Ayo Akanbi, Prof André Jordaan and Prof Chris Lotter.

R21-billion for an effective 15% stake in Vodacom, and the Anglo-Australian resources giant BHP Billiton expanding two coal mines in South Africa investing around US\$700-million.

The Report also alluded to the fact that the record level of foreign direct investment into Africa seems to stem mostly from the high commodity prices over the past two years with investors looking towards Africa to service the demand for oil, gas and mining products and to earn the associated profits. For its part, South Africa had the most diversified inflows with investments in the banking, energy and other sectors, as well as the largest FDI in Africa, confirming UNCTAD's view that South Africa has a lot to offer.

The persisting consumer spending and the high demand for imports makes it imperative that the surplus in the financial account of the balance of payments must be maintained – the only viable way to finance the current account deficit.

For a small business owner or employee, it is important to be cognisant of the increasing trade balance deficit and to constantly ask yourself to what extent your company is reliant on overseas products and services. Ultimately, what is your contribution to this increasing number, and why are you looking offshore? Furthermore, what is your contribution in respect of selling overseas and expanding your operations abroad. Sometimes we believe that the contribution that South African small businesses make is only measured through its impact on South Africa and not on the continent and abroad. It is critical that your business also considers and pursues opportunities that strengthen its operations through attracting foreign investment in its operations, and expands its operations into neighbouring countries. All of us have a part to play.





Simply the Best

Internationalising Entrepreneurship Education and Training Conference



Prof Giel Nieman, Dr Melodi Botha and Prof Jurie van Vuuren who won the best paper award at the Internationalising Entrepreneurship Education and Training Conference 2006.



Dr Willem de Villiers won the best paper award at the Second International Strategic Management Conference in Istanbul, Turkey.

Prof Giel Nieman, Dr Melodi Botha and Prof Jurie van Vuuren of the Department of Business Management won the Best Paper Award for the best research paper delivered at the Internationalising Entrepreneurship Education and Training Conference (IntEnt2006). IntEnt 2006 was held in São Paulo, Brazil and is an annual conference for university educators and practitioners to exchange their ideas on research and to disseminate their results and experiences in the field of entrepreneurship education and training.

The IntEnt also has an advisory committee which represents the number of countries and universities who attend the conference on an annual basis.

The title of the paper was "Measuring the effectiveness of the Women Entrepreneurship Programme (WEP) as a training intervention". The WEP was developed after a need was identified for such a training intervention. The WEP provides entrepreneurial and business management training to woman entrepreneurs. The research done measures the effectiveness of the WEP on eight different levels. It was statistically proven that the WEP is effective in training potential, assisting

in start-up and establishing woman entrepreneurs in South Africa.

Another best paper award was given to Dr Willem de Villiers, also of the Department of Business Management, for his paper "The learning organisation: Validating a measuring instrument". Dr De Villiers delivered the paper at the Second International Strategic Management Conference. The conference took place in Istanbul, Turkey during June 2006.

SETTLEMENT DISCOUNT



Stephen Coetzee of the Department of Accounting.

In an article published in the Accountancy SA magazine, Stephen Coetzee of the Department of Accounting investigated the international approach to settlement discount.

According to the article, the South African Institute of Chartered Accountants (SAICA) issued a draft circular on the treatment of settlement discount in accordance with International Accounting Standards. The circular outlines how South Africa has incorrectly accounted for settlement discount in the past and how it should be accounted for in terms of IAS. The circular does not discuss the recognition and measurement of settlement discount and the related accounting entries in depth. The article attempts to expand on the content of the circular and provide detailed guidance on how to correctly account for settlement discount.

In conclusion, Stephen Coetzee recommended that in order to comply with International Accounting Standards, South Africa must take the necessary corrective action when accounting for settlement discount. At the very least, it should be ensured that instead of disclosing an expense discount allowed, or an income discount received, these amounts should be offset against revenue or the cost of the purchase, respectively. At the reporting date the appropriate adjustment should be made for settlement discount not yet claimed.

GABEK – the way to go with research

Michiel Buys of the Department of Human Resources Management attended the 6th GABEK symposium in Sterzing, South Tirol, Austria



Mr Michiel Buys of the Department of Human Resources Management.

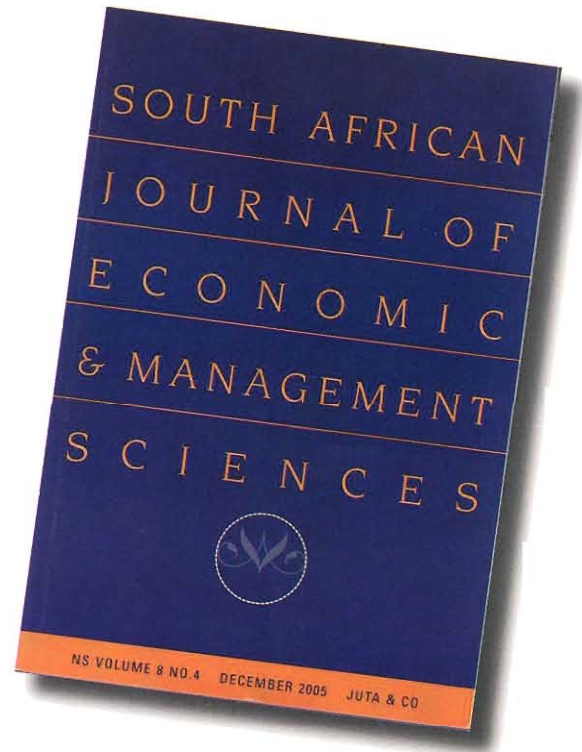
The objective of this biennial symposium is to report on research using the quantitative research method, GABEK. The GABEK method, as well as the associated computer programme, were developed by Prof Josef Zelger of the University of Innsbruck in Austria.

Michiel delivered a paper entitled: "Quantitative research in Industrial Psychology: Opportunities for the application of GABEK in cross-cultural research". He also collaborated with Dr Margit Raich of the University of Innsbruck on a paper entitled: "An intercultural comparison in business leadership – black leadership versus white leadership in South Africa".

Michiel visited the University of Innsbruck after the symposium, where he discussed further collaboration with Dr Raich and Prof Zelger. Prof Zelger will visit the Faculty in 2007 to conduct further training in the application of GABEK/Winrelan.

SAJEMS

The South African Journal of Economic and Management Sciences (SAJEMS), the quarterly academic publication of the Faculty of Economic and Management Sciences at the University of Pretoria, received its Thompson Scientific (formerly known as ISI Thompson) accreditation during October 2006, backdated from January 2006.



Thompson Scientific has been one of the world's leading establishments in providing access to high-value, essential information for researchers and scholars worldwide for over 45 years. The goal of Thompson Scientific is to increase the impact of research by empowering researchers with the information they need to accelerate discovery. To achieve this goal Thompson Scientific only accredits a limited number of journals every year, following a strict selection criterion. After an application process of approximately 20 months SAJEMS was awarded accreditation to the Social Science Citation Index of Thompson Scientific, which implies that SAJEMS' impact factor will be calculated and measured against international peers. This accreditation also implies that SAJEMS is now accredited both locally at the Department of Education and internationally through Thompson Scientific, which strengthens the journal's position as a refereed, subsidy-generating journal and a journal of repute. SAJEMS has associate editors from a wide range of different tertiary institutions and it publishes manuscripts from across Africa.

SAJEMS's achievement will be to the benefit of the research careers of all by improving both the rating and standing of researchers who publish in it. Because access to SAJEMS, and for that matter all other journals of repute, is becoming increasingly difficult and competition much stronger, SAJEMS introduced a section during 2005 which is called notes, perspectives or letters to the editor. This section contains papers and contributions that are highly topical, well-written and researched, but which are not as rigorous as the main section of the journal. SAJEMS also invite contributions from students and young researchers to this section.

World Bank Tax Practitioner Survey may bring relief



Sharon Smulders, a senior lecturer in the Department of Taxation.

The 2006 tax practitioner survey, carried out under the supervision of the World Bank Group at the request of National Treasury and SARS, aims to establish the tax compliance burden for small and medium-sized enterprises (SMEs) in South Africa. This survey is being conducted on a nationwide basis. The National

Treasury and SARS plan to use the results of this study, in cooperation with the World Bank Group, as a strategic input into policy formulation with regard to the tax compliance costs of SMEs.

The Tax Practitioner Survey was developed by the World Bank Group with the help of Ms Sharon Smulders, a senior lecturer in the Department of Taxation at the University of Pretoria. Other professional institutions such as the South African Institute of Chartered Accountants (SAICA), the South African Institute of Professional Accountants (SAIPA) and the South African Certified Institute of Certified Bookkeepers (SAICB) also supported the development of the survey. The results of the survey will provide the only evidence of its kind in South Africa. The survey is being conducted nationwide and will be used by National Treasury and SARS to make appropriate policy changes that may be necessary. The results of the survey will provide the necessary data required by SARS and National Treasury for the design and enactment of reforms in the area of SME tax administration.

A report containing the analysis and interpretation of the results is currently being prepared by Ms Smulders and will soon be presented to SARS, National Treasury, SAICA, SAIPA and the SAICB in due course.

New benchmark for small business management



Prof Giel Nieman, author of the new book on South African Entrepreneurship.

There are few books for SA business owners that address the science of entrepreneurship from a local perspective. Prof Giel Nieman of the Department of Business Management released *Small Business Management: A South African approach*, which provides valuable insights from a South African perspective.

The book has an academic approach and is destined to become a textbook for various entrepreneurship departments at leading universities. It is however not only aimed at entrepreneurship students. Current and prospective business owners can also benefit from it as it analyses practical issues that businesses face every day. Critical management disciplines are discussed, such as the management of finances, operations, the supply chain and human resources. The book also focuses on how business owners should manage growth, business ethics, risks and an exit strategy when they sell a business.

With this book, Prof Giel Nieman provides one of the most comprehensive guides to entrepreneurial success in the South African Market.

Leaders join our Department of Tourism Management

Dr Salifou Siddo, Executive Director of the Tourism Grading Council of South Africa, and Dr Mike Fabricius, former Chief Executive Officer of the Western Cape Tourism Board and currently a tourism consultant and entrepreneur, were recently appointed as extraordinary professors in the Department of Tourism.

The Department's programmes were the first in Africa to be accredited as part of the TedQual Certification Programme of the World Tourism Organisation. The appointment of the two tourism experts will support the Department's aim of developing the postgraduate programmes and research initiatives in strategic areas of tourism management further.

Both Dr Siddo and Dr Fabricius bring a wealth of complementary academic and practical knowledge and experience to the Department. In the case of Dr Siddo, it is primarily in the spheres of hospitality and quality management, while Dr Fabricius mainly contributes in the spheres of tourism policy and planning, destination management and community tourism.

Their extraordinary professional responsibilities will focus on mentoring and assisting postgraduate students with their theses, collaborating with lecturers in tourism management in the execution of departmental research projects and providing guest lectures on themes in both the undergraduate and postgraduate programmes.

Patents, Prizes and Pleasure

A group of second-year Business Management students have distinguished themselves as entrepreneurs. Numerous brilliant ideas were the result of the Project Innovation Competition where students had to identify a problem and design a solution for this problem. The projects were submitted to judges from Investec who also sponsored the cash prizes.



Back (left to right): Wouter de Vos (Investec), Prof Marius Pretorius (UP), JR Bekker, Dr Ingrid le Roux (UP) and Carisa Volschenk. Front (left to right): Heleen van der Merwe, Willem van Dyk and Lientjie Mentz.

Lientjie Mentz received the first prize for her Miracle Turner – a product designed to ease the work of nursing staff. Lientjie won a cash prize and her product will be patented.

Carla Volschenk won the second prize for her Ergoslim stove and the third prize was shared between Willem van Dyk, Jacobus Bekker and Heleen van der Merwe for their respective projects. Dr Ingrid le Roux, lecturer in the Department of Business Management said that Project Innovation prompts students to be more creative.

What an amazing view

The bigger picture of Strategic Business Analysis



The winning group of the Strategic Management project, from left to right: Dr W de Villiers (lecturer and subject head of Strategic Management), Mr G Naude, Ms G Kotze, Ms J Lötzt, Mr S Janse van Rensburg, Mr JP Kotze, Mr P de Vries and Prof C Koornhof (Dean of the Faculty of Economic and Management Sciences).

Strategic management students (OBS 320) were required to conduct a comprehensive strategic business analysis on any existing organisation of their choice.

This project consisted of seven phases, each incorporating a critical stage in the strategic management process – ranging from an analysis of the strategic direction and environment of the selected organisation, fundamental organisational statements, objectives, possible strategies, organisational leadership and finally the recommendation of best possible strategies and strategic actions emanating from these different project phases.

The project required extensive assistance from the organisations involved and participation from each group member throughout the semester. The top five group projects were selected from more than two hundred groups. These five groups were invited to present their projects to a panel of judges at a prize-giving function attended by *inter alia* prize sponsors, the Dean of the Faculty of Economic and Management Sciences, Prof Carolina Koornhof, the Chair of the School of Management Sciences, Prof Ronel Rensburg, and the head of the Department of Business Management, Prof Giel Nieman. All five groups received prizes for their hard work. The first and fifth prizes were sponsored by Dr Willem de Villiers, subject head of the Strategic Management course. The second prize was sponsored by Cell C, the third prize by Van Schaik Publishers and the fourth prize by AccTech Systems.

The subject Strategic Management is regarded as the key stone course in the B Com Business Management degree programme and as such integrates all business management functions and activities. The main purpose of the project was to establish a learning partnership between the Faculty of Economic and Management Sciences and the industry and also to assist students in gaining a deeper understanding of the application of theoretical concepts in practice. Little wonder that in the reflection of their learning experience one group stated that: "We can now see the bigger picture of strategic management ...and what an amazing view".

Gravity model for trading partners of South Africa



Prof Jan van Heerden (HOD, Economics), Mr Jean Luc Eurero (Director, dti), Prof André Jordaan (Director, ITPC) and Prof Chris Harmse (Former director, ITPC).

The Investment and Trade Policy Centre (ITPC) of the Department of Economics created a gravity model for use by different divisions within the Department of Trade and Industry (dti).

The gravity model allows the user to determine the most efficient sectors in terms of exports to various trading partners of South Africa. It is also used for policy simulation.

This study's main objective is to develop a methodology or working tool for analysing international trade flows, based on the annual bilateral trade volume between South Africa and its main trading partners. The model uses panel data econometrics and is based on trade between South Africa and 147 trading partners within 33 sectors. The general idea behind the gravity model stems from the gravity theory in physics. A flow is regarded as the result of the attraction between two objects. When the flows concern international trade, the objects are the exporting and importing countries. The 'masses' of the countries are the sizes of their economies, from which a certain potential trade flow results. The larger the economies of the concerning countries, the larger the trade among these countries will be.

This model is a first for South Africa and is used for trade policy analysis in the dti. It shows both the actual and potential trade between countries. A comparative trade analysis between countries is easy to complete and shows where the potential trade is not exploited to the full.

Practical training for entrepreneurs



Dr Ingrid le Roux, lecturer at the Department of Business Management and one of the presenters of the Business Skills Development course.

Entrepreneurs from across the Overberg recently attended a three-day Business Skills Development course funded by the Industrial Development Corporation (IDC).

Prof Marius Pretorius and Dr Ingrid le Roux of the Faculty of Economic and Management Sciences of the University of Pretoria presented the course. Once the course is completed, attendants will receive certificates accredited by the University of Pretoria.

The Business Skills Development course focuses on the basics of finance, cash flow principles, debt utilization and interest effects. It also includes marketing elements, operations and production, management principles which include strategy and analysis, administration functions and human resource practices relevant to SMEs and how to start up a business venture.

The aim of the course is to improve the entrepreneurs' understanding of entrepreneurship and venture start-up, as well as to develop their skills. The course also aims to develop awareness about contingency planning among the attendants and to inform them about key business principles and skills. Attendants were also shown how to draft a business plan and how to apply certain strategies for their business to succeed and thrive. The IDC is in partnership with the University of Pretoria which facilitates the workshops. A follow-up training course is scheduled for 2007.

PhD students hooked on research

A special research development initiative was introduced to the PhD in Organizational Behaviour students of the Department of Human Resources Management in October 2006.

A research workshop was held with PhD students where the application and impact of qualitative and quantitative research approaches were discussed. Prof Leo Vermeulen, Head of Department of Human Resources Management, Dr Yvonne du Plessis, Programme Manager and senior lecturer of PhD Organizational Behaviour, Ms Sumari O'Neil, Research Methodology lecturer, and Ms Rina Owen of the Department of Statistics were actively involved.

This research workshop is the first of a series. The main aim is to create a research culture and capability among PhD students with particular reference to the implementation of qualitative and quantitative methodologies and methods in the social and business environment.



Ms Raakhee Mansingh and Ms Adri Grove: "We are not just clever but pretty and colourful too".



Dr Yvonne du Plessis with Ms Carly Steyn: "Questioning and enquiring are the way to an answer when there is a research problem".



Collaborative problem-solving amongst PhD students: "You do not have to suffer alone when engaging in research- we are the research community".

Honorary Doctorate for Dr Sam Motsuenyane



Dr Sam Motsuenyane (left) and Prof Carolina Koornhof, Dean of the Faculty of Economic and Management Sciences at the graduation ceremony where an Honorary Doctorate was conferred on him.

The Faculty of Economic and Management Sciences had the privilege of awarding Dr Sam Motsuenyane with an Honorary Doctorate: DCom (Honoris Causa) at a graduation ceremony of the University of Pretoria on 21 April 2006.

Dr Motsuenyane is a prominent South African businessman who has served on the boards of various SA companies and parastatals, and in particular the African Bank.

Dr Motsuenyane was one of the founder members of NAFCOC (National African Federated Chamber of Commerce) in 1964 and served as president of this organization from 1968 to 1992. During his 24 years as president he pioneered the establishment of numerous black-controlled companies, amongst which are the African Bank, Black Chain Ltd, African Development and Construction Company Ltd, African Business Publications Ltd, Masekela-Mavimbela Scholarship Fund and the NAFCOC National Trust.

He has been honoured by several universities. He served as the leader of the Senate and as Ambassador to Saudi Arabia. He has also received numerous awards for his contributions to business and the community in general. These awards include the following:

- National Veld Trust Merit Award (1993)
- Paul Harris Award of Service presented by the Rotary International (1994)
- The Frans du Toit Medal of Business Leadership presented by the *SA Akademie vir Wetenskap & Kuns* (1995)
- Numerous awards by NAFCOC and its regional branches (1975 – 1992)
- Merit awards by BMF, Sunday Times (2003 –2004)
- The Order of the Boabab in Gold Award from President Thabo Mbeki

Dr Motsuenyane has been referred to as the father of Black Business in South Africa. By awarding him with an honorary doctorate the University of Pretoria recognizes him as one of the leaders in the business community of South Africa.

Southern African Tax Institute winter programme

Since its inception in 2002 SATI has successfully offered five Winter Programmes in Taxation, a Property Tax module and a Local Government Finance Programme.

To date more than 500 government tax officials from 19 African countries have benefited from one or more of SATI's wide range of modules dealt with during its annual workshops. From 5 to 30 June 2006 SATI offered its 5th Winter Program which was attended by 92 individuals from 14 African countries.

The presenters of the 2006 Winter Programme included tax specialists affiliated with the following institutions in Africa: Strengthening Decentralization in Uganda Project, Uganda; the Universities of Pretoria, Witwatersrand, South Africa; National Treasury (SA) and the South African Revenue Service (SARS). Instructors from the following international institutions also participated: Bilkent University (Turkey), Monash University (Australia), Harvard University (United States), the IMF, Maastricht University (The Netherlands), University of California, Los Angeles (United States), University of Toronto (Canada) and York University, Toronto (Canada).

SATI has already commenced with arrangements for the 2007 programme. The feedback from the current participants will be studied thoroughly before the content and format of the modules to be offered in next year's programme are finalised. SATI is growing in size and stature and more capacity is necessary to be able to deal with the growing demand. Within the NEPAD context SATI is well aligned and should expand its influence in tax policy making in Africa. As part of its marketing strategy SATI wants to involve more countries – especially countries from francophone Africa but also Portuguese-speaking countries and later also Arabic countries.

RBI hosts breakfast meeting

The Ronald H. Brown Institute for Sub-Saharan Africa (RBI) hosted a breakfast meeting at the Woodhill Golf Estate in Pretoria on 3 August 2006. The theme for the event was: "Small, Medium & Macro Enterprises (SMME) Development: An African Perspective".



Front row (from left); Joyce Nyandoro (RBI), Ms Agnes Twebase (Uganda High Commission), Dr. Carleene Dei (USAID Mission Director-SA), Prof. G Nieman (Head: Business Management UP); Back row: Prof Carolina Koornholf (Dean - Faculty of Economic and Management Science UP), Prof Ronel Rensburg (Chairperson: School of Management Science UP), Mr Stefano Bologna: (Representative of UNIDO/Head of Regional Office), Mr. Allan Hackner, (Small and Medium Enterprise Program Manager - USAID SA), and Mr Atika Ombachi (Kenya High Commission SA).

The Guest Speaker was Mr. Stefano Bologna, United Nations Specialised Industrial Agency (UNIDO) Representative and Head, Regional Office, Pretoria, South Africa. Leading representatives from industry, academia and the diplomatic corps attended the event.

RBI believes that the creation and maintenance of business partnerships across Africa are pivotal to the incubation and growth of small businesses, as well as the promotion of entrepreneurial endeavours in Africa. Over the years, the Institute has experienced this by working closely with governments on policy issues, enhancing efficiency, competitiveness and expanding business opportunities for public and private sector institutions through a wide range of specialised services and regional linkages.

The RBI searches for synergies and partnerships with credible institutions and organisations such as government institutions from various countries across the African continent, responsible for private sector development and international trade. These include Ministries

of Industry and Trade, Ministries of Private Sector Development, Chambers of Commerce, SADC, COMESA, funding agencies and the Economic Community of West African States (ECOWAS). These institutions add value to the Institute's programmes in the public sector, private sector, business community and financial institutions and respond to the critical role of public and private sector development.

The aims of RBI bring with it many challenges – such as understanding the role of "business partnerships" and changing mindsets from "employee" to "entrepreneurial" thinking. In the second phase, the Institute (RBI) will continue to expand human capital development, create and strengthen small and medium-sized business enterprises and assist in bringing about a favourable policy environment for private sector endeavours.

The Institute supports broad-based sustainable development and helps to increase business, trade and commercial interaction between Africa and the United States and possibly, in the near future, Europe and Asia.

Furthermore, it integrates Africa into the global economy and enshrines in Africa the vision of Mr Ronald H. Brown "...to create opportunities for people of every race, social class and nation ...", and transforming the Ronald H. Brown Institute's vision into a practical legacy of implementation and tangible achievements in Sub-Saharan Africa.

Mr. Stefano Bologna has more than 25-years experience working in strategic and program planning and evaluation as well as financial and technical management. As co-founder and first chairman of the Italian Business Association of East Africa he promoted the participation of the private sector in development and the North-South industrial cooperation.



UP recognised as CFA Program Partner Institution

The CFA Institute announced that the University of Pretoria is a CFA Program Partner offering an undergraduate educational degree programme that covers at least 70 percent of the CFA Programme Candidate Body of Knowledge, the CFA Institute Ethical and Professional Standards and other requirements.



Prof C Koornhof, Dean of the Faculty of Economic and Management Sciences (left), Prof Bob McLean and Prof E Oost, Head of the Department of Financial Management signing the CFA Partner agreement.

"Students in this program are exposed to the Candidate Body of Knowledge, concepts and principles that have been identified by investment experts worldwide as essential to global practice," said Bob McLean, managing director of the CFA and CGIPS Programs Division. "By mastering these fundamentals of the CFA Programme, students will be well on their way to earning the highly-valued CFA charter." The Bachelor's degree, BCom (Investment Management), focuses on investment and financial management (cost accounting and corporate finance), economics and accounting, while the major subjects are investment management and economics. The subject investment management includes equity analysis, portfolio management and theory, derivatives, fixed income instruments, ethics and general market regulations.

The University of Pretoria is the first CFA Programme Partner in Africa. The CFA partnership initiative was launched earlier with the announcement that the Saïd Business School at the University of Oxford was the inaugural CFA Programme Partner. Recognition as a CFA Programme Partner signals to potential students, employers and the marketplace that the University's curriculum meets the requirements of professional practice and is well suited to prepare students to sit for the three levels of CFA examinations.

The CFA Programme sets a standard for developing the skills, standards, competence and integrity of financial analysts, portfolio managers, investment advisers and other investment professionals worldwide. It is widely considered the investment profession's most

rigorous credentialing programme. The examinations are administered in English and the CFA curriculum and examinations are identical worldwide.

"It is an honor to be the first African CFA Programme Partner," said Prof Carolina Koornhof, Dean of the Faculty of Economic and Management Sciences, University of Pretoria. "This partnership recognises our achievement in having a local impact while creating an international presence."

The initiative offers students in the programme investment management access to the CFA Institute textbooks, journals, Webcasts and other educational resources. Students will also benefit from professional development events held in conjunction with CFA South Africa, the local membership body for CFA Institute candidates, charterholders and members.

Theory meets practice in UP's ChemCity-sponsored business plan competition

Masters students Madumezulu Girlie Njoni, Corlia Joynt and Stephan Roodt of the Department of Business Management in the Faculty of Economic and Management Sciences, University of Pretoria, were announced the winners in the 2006 Annual Business Plan competition, receiving a total of R10 000 in prize money. In the BCom second-year category E Olsen was awarded first place, followed by CD Thomson in second place and W van Dyk in third place.



Back: Keith Dauncey and Ray Primrose (two of the entrepreneurs of Letlapa), Savvas Pouroullis (ChemCity). Front: Dewet Deetlefs (MD-ChemCity), Corlia Joynt (MPhil student), Madumezulu Girlie Njoni (MPhil student), Stephan Roodt (MPhil student), Anje de Clercq (ChemCity) and Melodi Botha (Lecturer: Business Plan).

The competition is hosted annually by the Chair in Entrepreneurship at the Department of Business Management and forms part of the syllabi for entrepreneurship students in their second year of the BCom degree as well as the masters students studying towards the MPhil degree in Entrepreneurship and Small Business Management. This year's competition was sponsored by ChemCity, a wholly owned subsidiary of Sasol Chemical Industries and nationwide enterprise enabler.

"Although BCom Entrepreneurship students have been preparing their own business plans since 2001, the competition was introduced for the first time this year in an effort to marry theory with practice and to bring an element of real life experience to our students, especially

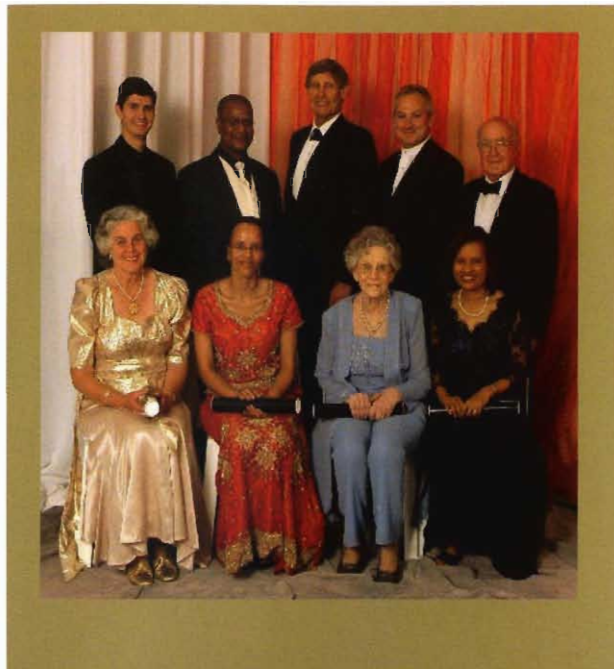
those at masters level," says Dr Melodi Botha of the Department of Business Management. "Through our partnership with ChemCity this year we were able to extend this opportunity into the real business world, adding value to both our students and a number of local entrepreneurs."

Students in the masters degree category were divided into groups and allocated an entrepreneurial business supported by ChemCity. Over a period of two months, each group consulted with their entrepreneur, under ChemCity supervision, on a regular basis in order to prepare a business plan that will address their business needs.

The winning group prepared a financing proposal for Letlapa CC, manufacturers of tombstones. Although the business plans were prepared by masters students to fulfil certain requirements towards completing their degrees, the project has real implications for the participating entrepreneurs. For example, each of the plans will be tested in the real world where success will be measured against its ability to raise capital and financing.

Students in their BCom second year had to compile business plans based on a novel or new product or service that they developed in their first semester of the academic year. The ten best plans were selected and presented to the panel of judges.

Laureate awards for the Faculty



Minister Geraldine Fraser-Moleketi (right front), Dr David Mabunda (second from left back) and Mr Hillie Meyer (second from right back) with the other Laureate Recipients 2006.

Three nominees of the Faculty of Economic and Management Sciences received Laureate Awards at the annual Alumni Laureate Ball. They are Minister Geraldine Fraser-Moleketi, Dr David Mabunda and Mr Hillie Meyer.

The Laureate Award is the highest award an alumnus of the University of Pretoria or an outstanding achiever can receive from fellow alumni. This award has been presented to distinguished alumni since 1974. Each winner of the Laureate Award receives a Laureate statuette, which was introduced in 2000. This bronze artwork, a replica of the silhouette of Kya Rosa mounted on black granite, was designed and casted by Tuks alumnus Angus van Zyl Taylor.

The central theme of Kya Rosa, which is displayed in the statuette, symbolises the origin of the University of Pretoria and, therefore, represents a significant image with which alumni can identify.

The three recipients were acknowledged for outstanding achievements in general at international, national and local levels.

Our Alumni

The Faculty wishes to keep its alumni informed about the activities and the events of the Faculty as well as the latest developments in the financial, economic, management and administrative sciences. Over the years we have developed strong ties with some of our alumni. They provide us with valuable feedback on the Faculty's reputation, help to recruit prospective students of outstanding quality and provide internship and vacation work to students. They also help to establish and maintain contact with the business community. This assists the Faculty in its aim to pursue excellence. Over a period of time students, lecturers and other staff may come and go, but our corps of alumni remains constant.

Your qualification and the recognition it has in the marketplace and in your profession, are precious assets. Being an active alumnus of the Faculty of Economic and Management Sciences ensures that the standards to which you are accustomed are maintained at the University of Pretoria. It also ensures that your UP qualification remains sought after in the market place, both locally and internationally.

An up to date alumni database is the basis from which the Faculty keeps contact with its alumni. Without your latest address and biographical information, we are unable to contact you. This is why it is so important for you to let us know of any change in your address and of any other alumni who do not receive correspondence from the Faculty. Please send your particulars or those of other alumni of the Faculty to: sonja.vanderwaldt@up.ac.za.



A “reality check” for first-year students

– A community engagement

The first-year BCom (Communication Management) and BCom (Marketing Management) students of 2006 could be regarded as pioneers who already conquered many realities of consultancy work. The students worked in groups as communication management consultants on a project for various non-governmental organisations (NGOs) and branches of the South African Police Services (SAPS) in the Tshwane Metropolitan area.



“Move over Mr Trump.” First-year students report back on their semester project. The individual presentation skills of each group were also assessed.

Each of the groups developed a communication strategy to improve either community involvement with the SAPS or enhancing any other NGO client's relationships with key stakeholders. Some of the NGO clients included homes for the frail and elderly, places of safety for children, previously disadvantaged schools, orphanages and facilities providing care or support for HIV-positive people or AIDS patients.

Whereas student projects often focus only on the conceptualisation of solutions, this project required students to work with real clients, to implement actions and then to present a report on the whole project. Thus, learning about the theory of strategic communication management and the application of techniques in the communication consultant's toolbox were fully integrated. As consultants in the making, many students regarded their biggest challenge the experience of finding and liaising with clients.

After the approval by the clients, groups implemented and monitored at least two proposed action plans. Some of these included a parents day at a high school which had never before hosted such an event; the renovation of an old caravan as a fast food stall for a youth centre; a “meet and greet the SAPS” at a family restaurant in Hatfield; a street braai with the Pretoria North SAPS in several sections of this suburb; the implementation of a new corporate identity for various of the clients; a motivational talk by the star swimmer Ryk Neethling at a place of safety, and numerous fundraising and awareness activities. Some of these activities, like the collection boxes for food and clothing at a well-known supermarket group, continued throughout December 2006.

The assessment of projects also reflected the realities of the business world: groups made formal presentations to the Department of Marketing and Communication Management. All clients completed a report about the professionalism and potential of each group, which accounted for a quarter of the total project mark. The success of this approach to student projects was confirmed by the feedback from clients, the fact that many of the client organisations have implemented the communication strategies, and the fact that several students have since become volunteers at their respective client organisations.



International student seminar on corporate social responsibility



Prof Ronel Rensburg and Ms Elsamari Coetzee of the Department of Communication Management with the group of German students.

The issue of corporate social responsibility (CSR) as practiced by government and industry is an important business “buzz” concept in the developed as well as the developing world. The Department of Marketing and Communication Management hosted 20 German students and two of their accompanying professors from the University of Hannover, Germany at the first international student seminar of its kind for the department. The topical issue of CSR was on the agenda for the duration of the student seminar that took place from the 3rd to the 8th of November 2006.

Both South African and German students covered a broad range of aspects relating to CSR including the business case for CSR, a comparison of dominating CSR issues in South Africa and Germany, consumer policy as a facilitator of CSR strategies and the ISO 26.000 as a useful approach to CSR, to name but a few. The students also enjoyed various cultural and evening activities including an evening tour of the Pretoria Zoo and a performance by the Filadelfia School choir at the Faculty's Serengeti Terrace.

As part of the Department of Marketing and Communication Management's bid to internationalise, the University of Hannover student seminar was aimed at reinforcing and

building international ties with the German University not only for research purposes, but also for future joint projects. The Department of Marketing and Communication Management has been invited to Hannover in 2007 and is planning to send 20 students from the department to Germany in late 2007 or early 2008.



The department of Tourism Management *does it again*

The Department of Tourism Management of the Faculty of Economic and Management Sciences at the University of Pretoria has facilitated yet another partnership to the advantage of its students.



Prof Berendien Lubbe of the Department of Tourism Management

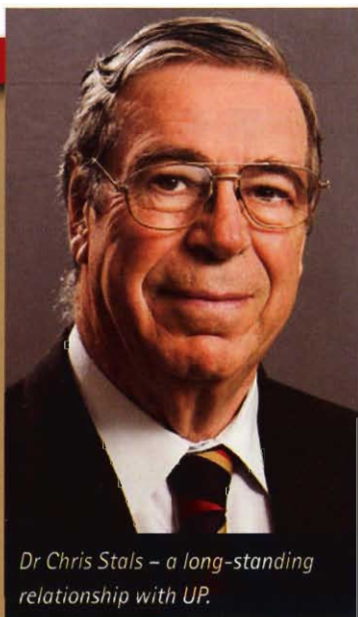
South Africa's largest tour operator, Thompson Tours, has agreed to award a prize to the best honours student in Advanced Tourism Distribution Management for 2007. According to the lecturer of this programme, Prof Berendien Lubbe, the teaching approach includes a variety of innovative methods to engage students in the learning process and to prepare them for entry into the industry. These approaches include research, presentations by industry members, site visits, presentations by students, class debates, web-based research and evaluation by academics and people from the industry. The success achieved through these teaching practices is measured against the participation of people from the industry and the employment of these students in the industry. Students must be prepared to enter the industry equipped with adequate knowledge and skills.

Thompsons Tours will award the prize to the best student in this programme for 2007. The selection of the prize-winning student will be based on the student's academic achievement, consisting of the highest semester mark, best oral presentation, best written presentation, best research proposal and best progress made in a practical research project. The prize includes the opportunity for the winner to conduct a research project, the results of which will benefit both the Department of Tourism Management and Thompson Tours, practical training for a period at one of the Thompsons-operated ski resorts in Europe, training at one of the local Thompsons offices, as well as attending lectures at the World Travel Market in London in 2007. The practical training period will total six months.

According to Mr Johann Strydom, Managing Director of Thompsons Tours, it is an honour for them to be involved with the Department of Tourism Management at the University of Pretoria.

English summary

Dr Chris Stals' partnership with the University of Pretoria and the Faculty of Economic and Management Sciences started in 1954 when he enrolled as a part-time student. He received his doctorate in Economics and was a part-time lecturer in the Department of Economics. His vision for the University is that it will be the leader in tertiary education in Africa.



Dr Chris Stals – a long-standing relationship with UP.

Uit toeka se dae

Dr Chris Stals se verbintenis met die Universiteit van Pretoria en die Fakulteit Ekonomiese en Bestuurswetenskappe strek terug na 1954 toe hy as buitemuurse student ingeskryf het. Hy het 'n doktorsgraad in Ekonomie aan die Universiteit behaal en het ook as deeltydse dosent, terwyl hy reeds in diens was by die Reserwebank, klasgegee by die Fakulteit in Bankwese en Ekonomie. Later het hy lesings vir nagraadse studente aangebied en as promotor opgetree en is hy ook 'n ere-professor in Ekonomie. Sy belangstelling is Ekonomie en nadat hy as President van die Reserwebank aangestel is, is daar gespot dat hy bevorder is van ekonoom tot bankier.

Dr Stals het ook op die Universiteit van Pretoria se Raad gedien en het vir twee termyne as Kansellier gedien. As uittredende Kansellier van die Universiteit sal hy graag wil sien dat die Universiteit van Pretoria nie net die beste universiteit in Suid-Afrika is nie, maar die beste universiteit in Afrika en die leier op die gebied van universiteitsopleiding in Afrika word.



Dept Ouditkunde tree op as gehalteversekeraar



(Van links na regs): Dr Ron Chapman, waarnemende Rekeningkundige Beampte en Departementshoof van die Vrystaatse Departement van Gesondheid; mnr M.S. Shuping, Uitvoerende Bestuurder: Hulpbronbestuur van die Vrystaatse Departement van Gesondheid; prof Dieter Gloeck, President van SAIGA en Voorsitter van die tegniese komitee vir die Toekenning, dr Arrie Schoonwinkel, Hoof Finansiële Beampte; mnr Sakhiwo Belot, LUK vir Gesondheid (Vrystaat) en prof Herman de Jager, Departementshoof van die Departement Ouditkunde in die Fakulteit Ekonomiese en Bestuurswetenskappe.

Die projek word deur die Suider-Afrikaanse Instituut vir Owerheidsouditeure (Southern African Institute of Government Auditors, of SAIGA) bestuur met sowel die Rekenmeester-generaal as die Ouditeur-generaal se steun en samewerking. Deur betrokke te wees by die projek, gee die Departement Ouditkunde uitvoering aan maatskaplike verantwoordelikhede teenoor die openbare sektor. Die Departement Ouditkunde verrig 'n funksie wat soortgelyk is aan dié wat maatskappy-ouditeure van finansiële state verrig. Dit is om gehalteversekering toe te voeg aan die tegniese analise en evaluering wat uitgevoer word ten opsigte van alle finansiële state wat in Suid-Afrika deur nasionale en provinsiale departemente gepubliseer word.

Die 2006-toekenning is verower deur die Vrystaatse Departement van Gesondheid, wat 'n indrukwekkende 95.95% behaal het tydens die evaluering van hul finansiële state. Hierdie toekenning wil die publiek meer bewus maak van die enorme vooruitgang wat die openbare sektor met betrekking tot finansiële verslagdoening gemaak het. Die wenner se sertifikate is by 'n funksie in Bloemfontein aan hulle oorhandig.

Die Departement Ouditkunde van die Fakulteit Ekonomiese en Bestuurswetenskappe het verlede jaar as gehalteversekeraar vir die Jaarlikse Verslagdoeningstoekenning vir die Openbare Sektor opgetree.

English summary

Auditing adds credibility

The Department of Auditing acts as quality assurer for the Annual Public Sector Reporting Awards, a project managed by the Southern African Institute of Government Auditors with the support and co-operation of the Accountant-General as well as the Auditor-General. Involvement in this project gives effect to the Department of Auditing's social responsibilities towards the public sector. The Department of Auditing carries out similar functions to those performed by company auditors of financial statements, by adding assurance to the technical analysis and evaluation done in respect of all financial statements published by national and provincial departments in South Africa.

The 2006 Awards were won by the Free State Department of Health, which scored an impressive 95.95%. The Awards aim to heighten the awareness of the public to the huge advances that the public sector has made with regard to financial reporting. The winner's certificates were handed over at a function in Bloemfontein.

FAKULTEIT EKONOMIESE EN
BESTUURSWETENSAPPE

FACULTY OF ECONOMIC AND
MANAGEMENT SCIENCES



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