



# COMMUNIKÉ

Fakulteit Ekonomiese en Bestuurswetenskappe  
Faculty of Economic and Management Sciences

# 2007

Frogs,  
chickens and  
magicians...



The Department of  
Human Resources  
Management  
blooms with PhD  
Graduandi



Budget  
Speech  
Competition winner

100  
1908 - 2008



UNIVERSITEIT VAN PRETORIA  
UNIVERSITY OF PRETORIA  
YUNIBESITHI YA PRETORIA

Faculty of Economic and Management  
Sciences



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Sonja van der Waldt



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# FROM THE DEAN'S DESK



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

In 2008 the University of Pretoria is celebrating a 100 years of excellence in the service of knowledge. Since the founding of the then Transvaal University College (TUC) in 1908 in a small house in Visagie Street, known as Kaya Rosa, the University has grown into a large tertiary institution recognised both nationally and internationally. The university is included in the rankings of

the top 500 universities in the world by both the Shanghai Jiao Tong University and the *Times Higher Education Supplement (THES)*. Over the past decade the University has consistently produced the highest output of research articles recognised by the Department of Education as well as the highest number of doctoral graduates in the country.

The two main symbols of the centenary celebrations of the University are the centenary rose and the centenary flame. The specially cultivated lavender pink rose symbolises the University's commitment to contributing towards a better future for all South Africans. The Vice-Chancellor of the University stated that "Growth and striving towards beauty and freshness are inherent components of this commitment and are embedded in the rose." The centenary flame at the main entrance of the University in Roper Street symbolises the light that the University has created during the past century through the creation, collection and dissemination of knowledge and skills in South Africa. This is manifested in the approximately 150 000 alumni and leaders that the University of Pretoria has produced during the past 100 years.

The Faculty of Economic and Management Sciences will host a number of events as part of the centenary celebrations. A special centenary edition of *Communiqué*, to be issued in 2008, will reflect on the contribution of the Faculty since its founding as the Faculty of Commerce and Public Administration.

The Faculty will participate in the BookJol organised by the Library of the University of Pretoria. The Faculty welcomes alumni back to the campus during the Alumni Homecoming week. Several conferences will be organised by departments in the Faculty throughout the year, with the highlight being the Faculty Alumni conference scheduled for 13 November 2008 in the Sanlam auditorium. The theme of the conference is *100 Years of excellence – unlocking a new century of opportunity*. The conference will attract high profile business leaders and alumni of the University of Pretoria and will culminate in the Tuks Alumni Laureate Ball on 15 November 2008. I would like to invite all of our staff members, students, alumni and friends to join us in celebrating this important milestone in the history of the University of Pretoria.

The Faculty had an eventful and busy academic year in 2007. We are proud that the programme in Internal Auditing has been recognised by the Institute of Internal Auditors (IIA) based in the United States as one of four Centres of Excellence world wide, the only recognised programme in Africa. The programme in Investment Management in the Department of Financial Management has been recognised by the Institute of Chartered Financial Analysts, also based in the US, as one of fifteen partnership programmes, again a first in Africa.

We will remember the valuable contributions of two previous Deans of the Faculty of Economic and Management Sciences, who passed away. Prof Hennie Reynders acted as Dean from 1962 to 1973, while Prof Charles Nieuwoudt was Dean from 1973 to 1985. Both were highly regarded academics in their respective fields of Business Administration and Political Science respectively. We also remember the significant contributions of the late Prof D G Franzsen, former Head of the Department of Economics from 1950 to 1961 and Prof Aad Zevenbergen, the former Director of the Bureau of Financial Analysis from 1965 to 1992, who also passed away in 2007.

I hope that you will enjoy reading about the many activities that the students and staff of the Faculty engaged in during the 2007 academic year. In line with our vision, we continuously strive to remain on the cutting edge of economic, financial and management education and research.



## Prof Wiseman Nkuhlu inaugurated as new Chancellor



Prof Wiseman Lumkile Nkuhlu was inaugurated as the ninth Chancellor of the University of Pretoria on 22 March 2007. He will serve for a term of five years. Prof Nkuhlu follows Dr Chris Stals, whose second term of office as Chancellor expired at the end of February 2006.

Prof Nkuhlu is a worthy Chancellor of the University who not only embodies the institution's quest for excellence and academic leadership, but also the other ideals set out in its vision. The University of Pretoria strives to be a symbol of national aspiration and hope, reconciliation and pride and to be the intellectual home of the rich diversity of South African academic talent.

As an academic, member of the accounting profession, public figure and businessman, Prof Nkuhlu's contributions have had an impact in South Africa, Africa and beyond. He is the Chairman of Pan-African Capital Holdings. He was also the first Chairman of the Council of Higher Education, acted as economic advisor to President Thabo Mbeki and was the Chief Executive of the Secretariat of the New Partnership for Africa's Development (NEPAD). His current directorships include Kagiso Trust Investments and AngloGold Ashanti.

Prof Nkuhlu has received a number of awards in recognition of his contribution to education, business and development, including honorary doctorates from the universities of Pretoria, Cape Town, the Free State and Stellenbosch. He has also received

merit awards from the National African Federated Chamber of Commerce (NAFCOC), the Association of Advancement of Black Accountants and the Black Management Forum. Prof Nkuhlu studied at the universities of Fort Hare, Cape Town and New York. He is a qualified chartered accountant and former Vice-Chancellor and Principal of the University of Transkei.

*Prof Wiseman Nkuhlu (right) and Prof Calie Pistorius, Vice-Chancellor and Principal of the University of Pretoria (left) during the inauguration of Prof Nkuhlu as Chancellor of the University of Pretoria.*



*Prof Wiseman Nkuhlu, Chancellor of the University of Pretoria.*





*In spite of a very busy schedule and the full programme of the Advanced Management Program at the Harvard Business School, Prof Koornhof (centre) still found the time to support the Springboks during the World Rugby Cup. With her is Greg Nelson (left) and Carol Sanchez (right).*

## Prof Koornhof becomes a student again

In September and October 2007 Prof Carolina Koornhof, Dean of the Faculty of Economic and Management Sciences was privileged to attend the Advanced Management Program (AMP), a flagship programme of the Harvard Business School. The delegates included 163 business executives from over 37 countries.

All delegates were accommodated in living groups of eight or nine in MacArthur Hall, which is situated picturesquely on the Charles River in Boston. The living groups became a micro-cosmos of the diversity of the programme and an important opportunity to develop one's cultural intelligence and networks.

September in Boston is late summer and a particularly beautiful time with the first of the maple and other indigenous trees changing into a rainbow of colours, yellow, orange, red and brown. Strolling across the foot bridge over Charles River brings you to Harvard University and more particularly, Harvard Yard and the statue of the founder of the University, John Harvard. As one enters Harvard Yard, the inscription on one of the gates draws your attention – "Enter to grow in wisdom". Indeed, learning in Harvard is a serious business and the pace and volume of work that delegates had to manage in

the two month AMP programme at the Business School did justice to the goal to develop wisdom and expertise.

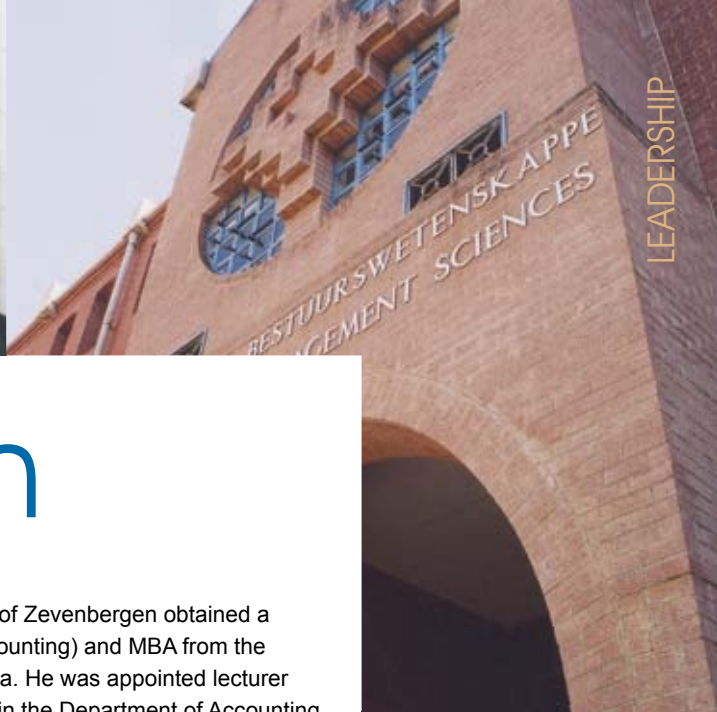
The cream of the Faculty at the Business School lectured on the AMP programme sounded much like a who's who list of world renowned academics – Bob Kaplan, John Kotter, Michael Yoffie, John Quelch, Michael Porter and Mike Tushman, to name but a few. Harvard case studies formed the foundation of the seminars, covering a wide array of industries, countries and disciplines including strategy, finance, technology, business management, negotiation and leadership. The learning process was facilitated by Faculty, with much interaction, input and enthusiasm from delegates themselves.

"My sabbatical at Harvard Business School reconfirmed my belief that one is never too old to learn and that when one stops learning and growing, you stop living" says Prof Koornhof.

Prof Koornhof also noted that during 2008, both the University of Pretoria and the Harvard Business School will celebrate their centenary in the service of knowledge and education.



*The late Prof Daantjie Franzsen, former Head of the Department of Economics in 1950.*



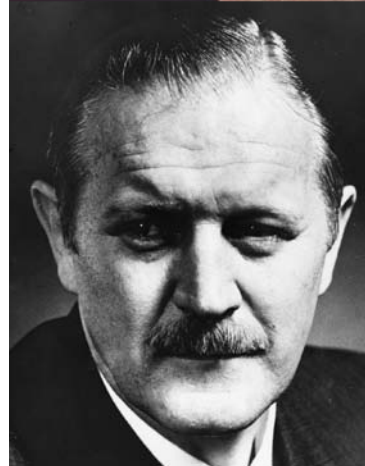
# In Memoriam

Prof Hennie Reynders passed away on 1 July 2007 at the age of 84. Prof Reynders served the Faculty as Head of the Department of Business Economics from 1959 to 1973 and as Dean of the Faculty of Economics and Political Science from 1962 to 1973. Prof Reynders was the author of many business economics text books in Afrikaans. He was also involved with the appointment of Dr Anton Rupert, founder and Chairman of the Rembrandt group, as honorary professor in the department.

Prof Charles Nieuwoudt, who served as Dean of the Faculty of Economic and Management Sciences from 1973 - 1985, passed away on 25 January 2008. Prof Nieuwoudt was the first Dean of the Faculty that was appointed in a permanent position in 1982. Prof Nieuwoudt contributed to the dynamic progress of the Faculty with the relocation of the extramural division to the main campus in 1986. Prof Aad Zevenbergen passed away on 16

November 2007. Prof Zevenbergen obtained a BCom, MCom (Accounting) and MBA from the University of Pretoria. He was appointed lecturer and later professor in the Department of Accounting and Auditing of the Faculty of Economic and Management Sciences. In 1968 he was appointed as Director of the Bureau for Financial Analysis of the Graduate School of Management, a position he held up to his retirement in 1991.

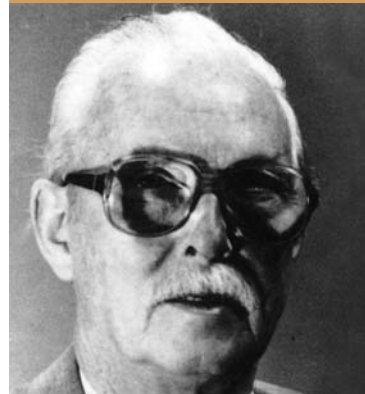
Prof Daniel Gerhardus (Daantjie) Franzsen, a former Head of the Department of Economics at the University of Pretoria, passed away on 13 February 2008 at the age of 89. He was known for his significant contribution as a lecturer, economist and policy maker. Prof Franzsen obtained a PhD from the University of Stellenbosch at the age of 24 and in 1950, after postdoctoral studies at the universities of Harvard and Chicago, became Head of the Department of Economics at the University of Pretoria. In 1958 he was appointed a Director at the South African Reserve Bank. Prof Franzsen will be remembered as a humanitarian and for his exceptional humility.



*The late Prof Hennie Reynders and former Dean of the Faculty of Economic and Management Sciences from 1962-1973.*



*Prof Charles Nieuwoudt was Dean of the Faculty of Economic and Management Sciences from 1973-1985.*



*Prof Aad Zevenbergen, former Professor in the Department of Accounting and Auditing of the Faculty of Economic and Management Sciences and Director of the Bureau of Financial Analysis.*





*Prof Quintus Vorster, new Head of the Department of Accounting.*

Prof Quintus Vorster has been appointed as Head of the Department of Accounting since the beginning of 2007. After qualifying as a Chartered Accountant (SA), he was admitted as a partner in an auditing firm where he completed his articles. Two years later, he joined academia as a senior lecturer in Accounting at the University of the Free State. He was subsequently promoted to associate professor, full professor and in 1993 as Head of the Department of Accounting at the University of Pretoria. In 2001 he was seconded to manage the office of Business Activities at the University of

Pretoria. He rejoined the Department of Accounting in 2007 to take up the position as Head of the Department. Prof Vorster also authored and co-authored several publications in both popular and scientific journals, as well as textbooks for students and practitioners.

Since his appointment at the University of Pretoria, he served as member of the Senate Committee and the Audit Committee of Bestmed. He is also a trustee of the University of Pretoria's Retirement Fund.



## A new leader



*Fred Guest (left), President of the Society for Industrial and Organisational Psychology (SIOPSA) and Prof Leo Vermeulen, former Head of the Department of Human Resources Management. SIOPSA awarded Prof Vermeulen with a certificate for distinguished and meritorious service to Industrial and Organisational Psychology.*

Prof Leo Vermeulen, former Head of the Department of Human Resources Management in the Faculty of Economic and Management Sciences, retired after 36 years in the academic profession. In 1970 he was appointed junior lecturer in the Department of Psychology and by 1986 he was appointed as Head of the Department of Human Resources Management. He is member of numerous training committees and professional associations.

He is an excellent researcher and has gained renown for his research on human behaviour in unusual environments, organisational downsizing and aviation psychology. Currently he acts as

## Prof Leo Vermeulen hands over the reins

project leader for an international cross-cultural research project on gender issues in aviation. Based on his involvement with international institutions, Prof Vermeulen was able to ensure that his department stayed on the cutting edge with regard to new developments in his discipline and that it continues to enjoy international recognition. In 2006 the Institute of People Management (IPM), in South Africa awarded him a certificate in recognition for his selfless service and dedication to the Pretoria Branch of the IPM. In 2007 the Society for Industrial & Organisational Psychology of South Africa (SIOPSA) awarded him with a certificate for distinguished and meritorious service to Industrial & Organisational Psychology.





## STAFF

# Economics professor receives prestigious award

Professor Tommy Fényes from the Department of Economics and Faculty Co-ordinator for the Faculty of Economic and Management Sciences at the Mamelodi Campus, was honoured with the Leopard Award on 9 March 2007. The Leopard Awards dinner was held at the University of the Free State and hosted by the Agricultural Economics Association of South Africa (AEASA). The Leopard Award was introduced by the AEASA in 1999. The award is given in due recognition for contributions made to the Agricultural Economics discipline in South Africa.

Professor Fényes has a long history at the University of Pretoria. Since 1981 he has lectured to students in the Department of Agricultural Economics. He joined the University of Pretoria in 2004 as a member of staff, when Vista University was incorporated into the University of Pretoria.

During the course of his academic career, Prof Fényes had the good fortune of having been honoured with some twenty academic awards, supervised about 60 Honours mini-dissertations, 15 Master's and 15 doctoral students. He also published over 60 articles in accredited journals and 11 research reports and contributed to 10 educational books. This amounts to the supervision of an average of 2 honours mini-dissertations and one Master's or doctoral student per year over a 30-year period.

On receiving the award, Professor Fényes commented during his acceptance speech, that "when I received the news that the honour to receive the Leopard award would be bestowed on me, I felt an excitement comparable to an 'Oorstoot drie in beseringstyd'!"



*From left to right, Professors Tommy Fényes (Department of Economics, Mamelodi Campus), Prof Giel Viljoen (Department of Agricultural Economics, University of the Free State, representing Dr T Makhura, President of the Agricultural Economics Association of South Africa) and Dr Gerhard Backeberg (Director, Water Research Commission and country representative for South Africa of the International Association of Agricultural Economists).*

*Kirsten Thompson  
of the Department  
of Economics with  
Minister Trevor Manuel.*

## Budget Speech Competition winner

Kirsten Thompson, a staff member of the Department of Economics, came third in the postgraduate section of the Nedbank Old Mutual Budget Speech Competition. The participants had to write a short essay in which they proposed a comprehensive tax reform for South Africa. Eleven postgraduate finalists went to Cape Town for panel

interviews and also to attend the Budget Speech in Parliament. After the Budget Speech, the finalists attended the Budget Speech Banquet where Minister Trevor Manuel announced the winners. Kirsten received the third prize. Previous first prize winner from the Department was recognised in 1987.



*Die personeel wat die afgelope 21 jaar getrou in die Departement Menslike Hulpbronbestuur werksaam was. Van links na regs: Heine Brand, Michiel Buys, Leo Vermeulen (Departementshoof), Deon Steyn, Johan Basson, Hannes de Beer en Hanna Lange.*

Die Departement Menslike Hulpbronbestuur het in 2007 sy 21<sup>ste</sup> bestaansjaar gevier. Om hierdie monumentale geleentheid te vier, is die jaar afgeskop met 'n sjampanje-ontbyt in Januarie 2007. Die Departement het in 1973 ontstaan as deel van die Departement Sielkunde in die Geesteswetenskappegebou. As gevolg van die Departement Menslike Hulpbronbestuur se vinnige groei, het dit kort voor lank as 'n onafhanklike departement begin funksioneer. In 1986 resorteer die departement onder die vaandel "Personeelbestuur" en vind sy tuiste in die Fakulteit Ekonomiese en Bestuurswetenskappe. Om tred te hou met die

veranderende neigings in die veld, het die Departement in 1993 weereens 'n naamsverandering ondergaan en staan voortaan bekend as Departement Menslike Hulpbronbestuur, soos wat dit vandag nog bekend is.

Dit is interessant om te weet dat die oorspronklike span personele wat die nuwe departement destyds help vestig het, bykans onveranderd gebly het, met dieselfde Departementshoof vir 21 jaar. Hierdie departement is bekend vir sy mensgeoriënteerde benadering en studentefokus.

Veels Geluk  
Departement  
Menslike  
Hulpbron-  
bestuur!

*Gaste by die mondigwordingspartytjie van die Departement Menslike Hulpbronbestuur. Van links na regs: Prof Rensburg (Voorsitter van die Skool vir Bestuurswetenskappe), Prof Vermeulen (Departementshoof van die Departement Menslike Hulpbronbestuur) en Prof Koornhof (Dekaan van die Fakulteit Ekonomiese en Bestuurswetenskappe).*





# STUDENTS



Front (from left to right): Dr Riana Smith, Dr Frances Botha, Dr Yvonne du Plessis (Supervisor of Dr Riana Smith and Doctoral Programme Manager of the Department). Back: Dr Freda van der Walt, Dr Mias de Klerk (Supervisor of Dr Freda van der Walt), Dr PA Botha, Prof LP Vermeulen (Head of the Department of Human Resources Management), Prof Hannes de Beer (Supervisor of Dr Frances Botha) and Prof Hein Brand (Supervisor of Dr PA Botha).

## The Department of Human Resources Management blooms with PhD Graduandi

September was not just the start of spring in the country, but the Department of Human Resources Management under the leadership of Prof Leo Vermeulen, bloomed red with students receiving PhD's.

On the 7<sup>th</sup> of September 2007, four candidates were conferred with the PhD in Organizational Behaviour. Receiving a doctorate is a great honour and the final recognition of hard work and perseverance for both the candidate and the supervisor.



## Tuks students score 100 points for Boks

The Rugby World Cup 2007 winning Springbok rugby team has been immortalised in a song penned by the students of the Department of Marketing and Communication Management. The song, sung to the tune of the *Proclaimers* anthem *500 Miles*, was written to show their support for the Springbok Rugby team as they faced up against the English team in the World Cup.

Prof Ernest North of the Department of Marketing and Communication Management said writing the song was part of an exercise to make the students excited about marketing. He said they initially thought of using a Wet Wet Wet song as a foundation for the lyrics, but decided on a different take.

The Faculty staff and students of the Department gathered at the Department, wearing green and gold for the launch of the song.



Faculty staff and students of the Department of Marketing and Communication Management during the launch of the song for the Bokke.





## UP students go to Germany

Between the 23<sup>rd</sup> of September and 4<sup>th</sup> of October 2007 the University of Pretoria advanced its internationalisation strategy and provided previously inaccessible opportunities to students through exposure to an international seminar in Hanover, Germany.

Students and personnel from the Department of Marketing and Communication Management attended a joint international seminar in Hanover. The topic of the seminar was *Reputation management and its surrounding issues*, which culminated in a presentation to Volkswagen management regarding current issues that this multinational company is experiencing in Germany.

The primary aim of the seminar was to not only expose students to international academic trends, but also to broaden their horizons in terms of other cultures and possibilities. For ten days they had daily presentations at the seminar, including guest speakers from top German companies, and cultural activities in the evenings. The students also worked in combined groups on a Volkswagen case study in order to deliver a top quality strategy to Volkswagen at the end of the seminar. Student development took place through individual presentations, discussions, questioning and debates which included topics on the effect of activism and stakeholders on a company's reputation. Highlights

of the seminar also included a visit to the mayor, a local radio station and IMUG, a top research institute in Germany.

Action packed evenings included a welcome dinner with a traditional German cuisine, attending the opera *La Boheme* at the state theatre, a night at the skittle alley, visits to jazz clubs, pubs and dancing and a soccer match. The seminar also coincided with the annual *Oktoberfest* and students thoroughly enjoyed a taste of Bavarian culture.

The final two days consisted of a visit to Wolfsburg and Autostad to deliver the case study solutions to Volkswagen management and a day tour through Hamburg. Students were humbled at the farewell party where life long friendships were cemented and final goodbyes were made. This busy but rewarding week was well summarised by one of the attending students, Benedict Siyotula, "I can never be the same person that left South Africa two weeks ago. I gained invaluable knowledge and experience that led to a new found confidence in our abilities both as professionals to be and also as individuals looking to accomplish big things in our lives."

Key sponsors of this event included Monitoring South Africa, University of Pretoria Executive Committee and Business Enterprises at University of Pretoria (Pty) Ltd (BE@UP).



*The group of BCom (Communication) students at the Baroque Gardens in Germany.*





Members of the student societies at the teambuilding camp near Sabie.

# Student houses up and running

*Commercii* 2007 and the six other student societies of the Faculty are up and running. The societies support all the students of the Faculty with academic problems and are also involved in outreach projects. They assist the first year students in getting orientated in their first few days at the University of Pretoria. It is also a communication channel for students and class representatives to discuss their problems. These issues are then communicated by the student societies to the right channels to resolve the problems. The student societies of the Faculty attended a teambuilding camp where they learnt a lot about themselves and also how to interact with other students. *Commercii* has six societies under its wing. They are: House CA for Accounting students, TTSA for Tourism students, Aiesec for international students association, HR Tuks for Human Resources students, House IA for Internal Auditing students and SIMS for Investment Management students. We urge the other departments to create their own societies so that all the departments are represented on *Commercii*.



The *Commercii* committee of 2007. Left to right: Chris Kaniki (Vice Chair), Chenay Hackney (Chair Person), Prof Hannes de Beer (Student Society mentor of the Faculty), Prof Carolina Koornhof (Dean of the Faculty of Economic and Management Sciences), Eksteen Theron and Claire Mortimer.





Back row, left to right: Marius Maré, Mark Schefermann, John Moloisane, Eksteen Theron and Prof Yolanda Jordaan (lecturer). Front row, left to right: Thoulla Chrysochou, Nicole Driver, Nicole Hamman and Lizre Orton.

# Lecturer and students bring awards home

The practical projects of the 3<sup>rd</sup> year BCom (Marketing Management) students and the honours students in Direct Marketing were entered into the Assegai Awards. The Assegai Award is an independent direct award under the banner of the Direct Marketing Association and is seen as the most respected measurable marketing award in the industry.

Prof Yolanda Jordaan decided that the work delivered by the 3<sup>rd</sup> and 4<sup>th</sup> year students was of such high quality that it should be entered into the Assegai Awards. The Silver and Gold awards for *Student Marketing Campaign of the Year* were awarded to two groups of students in Direct Marketing. Students did a project for Cell C by proposing a marketing strategy for a real life marketing problem that Cell C has. After proposing the marketing strategy, the students must also develop a marketing campaign. The Gold award went to the *Student Marketing Team of the Year* for

a project that they did for Potatoes SA. They had to develop a marketing and communication campaign. The winning group was the group that did work of a high quality through the year and also the group that had the best outputs as a team.

The Direct Marketing Association received a total of 126 entries from 20 agencies and corporate institutions. Of these entries, 80 made it to the finals and 33 finalists received awards. The Assegai Awards function was held at the Kyalami Theatre on 5 November 2007. Both lecturer and students were honoured with awards and they ensured that the University of Pretoria came out tops. The following awards were received by students of the Department of Marketing and Communication Management: GOLD Assegai Award for Student Marketing Team of the Year, GOLD Assegai Award for Student Marketing Campaign of the year, SILVER Assegai Award for Student Marketing Campaign of the year, SPECIAL AWARD for contribution by Prof Yolanda Jordaan to direct marketing education in South Africa.







# TEACHING AND LEARNING

## UP's internal auditing programme awarded world-class status

The University of Pretoria's Internal Auditing programme is one of only four Internal Auditing programmes in the world to have been awarded *Centre of Excellence* status by the international Institute of Internal Auditors Inc (IIA Inc).

In 2006, the IIA Inc launched their new Internal Auditing Education Partnership (IAEP) programme. The IAEP programme was developed to respond to the growing interest in internal auditing education at institutions of higher learning. The IAEP is designed to support universities and colleges at three levels of participation. At each level, the school receives a distinct amount of support and resources, and in return has specific requirements it must meet. The three levels are Entry, Partner, and Centre for Internal Auditing Excellence.

Entry level institutions do not have the resources to develop a comprehensive programme but want to include an internal auditing component into their programmes. Partner programmes include institutions that are on track to provide an internal auditing programme leading to a degree, but are currently only prepared to commit a certain level of resources to the effort. Sixteen institutions world-wide are currently associated at this level.

At the top level are the Centres for Internal Auditing Excellence. These institutions are committed to develop a comprehensive Internal Auditing programme as part of a degree and support for staff and students conducting research in the field of internal auditing. Stringent requirements have to be met to obtain the status. Some of these include that all educators at the Centers must hold a Master's, PhD, or the equivalent, and must be Certified Internal Auditors (CIA). All students in the programme are required to sit for the international Certified Internal Auditor (CIA) examination and participate in an internship as part of their course of study. Additional core requirements include an Advisory Board consisting of representatives from the public and private sectors and an active student chapter affiliated to the IIA.

The University of Pretoria's Internal Auditing

programme, consisting of the BCom (Internal Auditing) and BCom (Hons)(Internal Auditing), met all the requirements for the Center of Excellence status and is the largest programme in world based on student numbers. The other three universities that achieved this honour are Louisiana State University, the University of Texas – Dallas in the United States, and Erasmus University Rotterdam in the Netherlands.

A prospering partnership already exists between the University of Pretoria's Internal Auditing programme and Louisiana State University's Center for Internal Auditing that includes an active student and staff exchange and co-operation in preparing candidates for their CIA examination. The UP programme is also being offered in Malawi through a joint venture and negotiations are underway to also offer the programme in Botswana.

The newly acquired status will assist the University of Pretoria's Internal Auditing programme to continue to expand and build on its existing relationships locally and internationally, to promote and enhance internal auditing education in Africa and the world.

*Staff members of the Department of Internal Auditing who lecture at the Centre of Excellence. From left to right: Kato Plant, Rudrik du Bruyn, Philna Coetzee and Anita Venter.*





# Tuks does it again in the qualifying examination of SAICA

The results of Part 1 of the qualifying examination of the South African Institute of Chartered Accountants (SAICA) for 2007 were released on Friday, 22 June 2007. A total of 4169 candidates wrote the exam, of which 1899 passed. The following are interesting facts about the recent examination:

- An impressive majority of six of the top ten candidates are women;
- The pass rate among first-time writers in 2007 has improved from 60% in 2006 to 66% in 2007;
- The overall pass rate also improved from 41% in 2006 to 46% in 2007;
- Five of the top 10 qualifiers passed with distinction (75% or higher);
- Of all African candidates writing the examination, 292 passed – an improvement on last year's 271;
- The pass rate for first-time writing African candidates has increased from 45% in 2006 to 54% in 2007;
- Out of the first group of 26 Thuthuka students who wrote the exam, 19 passed with a 73% pass

rate; and

- The pass rate for first-time writing Coloured candidates also improved considerably to 71% compared to 54% in 2006. This pass rate is on par with that of first-time writing White candidates.

The School of Financial Sciences of the Faculty of Economic and Management Sciences of the University of Pretoria achieved excellent results, maintaining its consistent performance over the years, making the University of Pretoria one of the top South African universities in respect of the education of chartered accountants. The Faculty is especially proud of one of its candidates, Ilse Goedeke, who achieved 6th place in the examination.

The following table provides an overview of the performance of the University of Pretoria candidates over the past 6 years:

Year	Pass rate of first-time candidates	Position
2007	93%	Placed 2 <sup>nd</sup> nationally
2006	88%	Placed 5 <sup>th</sup> nationally
2005	95%	Placed 2 <sup>nd</sup> nationally
2004	88%	Placed 5 <sup>th</sup> nationally
2003	88%	Placed 2 <sup>nd</sup> nationally
2002	83%	Placed 3 <sup>rd</sup> nationally

The first-time candidates of the University of Pretoria achieved a pass rate of 93% which means 112 of the 121 candidates passed the examination.

In comparison with the other major residential universities, the University of Pretoria is well positioned as shown in the table below:

University	Number of first-time candidates	Pass rate
Cape Town	168	96%
Pretoria	121	93%
Wits	109	87%
Johannesburg	270	81%
Stellenbosch	143	78%

The School of Financial Sciences of the Faculty of Economic and Management Sciences is extremely proud of their outstanding record in the SAICA Qualifying Examination and will continue with their best endeavours in this regard.



*First year Entrepreneurship students at their exhibitions to illustrate entrepreneurship at the first year Entrepreneurship Exhibition Day.*

## Frogs, chickens and magicians...

Frogs, chickens, magicians, Bill Gates, Pam Golding, body painted sculptures and chefs were a few of the "characters" that could be seen at the Department of Business Management's first year Entrepreneurship Exhibition project. This project consisted of 1 600 first year Entrepreneurship students who took part in an exhibition day on Friday, 12 October 2007. The students were divided into groups of 4 to 5 members and this resulted in 435 exhibition stalls that were set up by the students and evaluated by all the lecturers involved with Entrepreneurship.

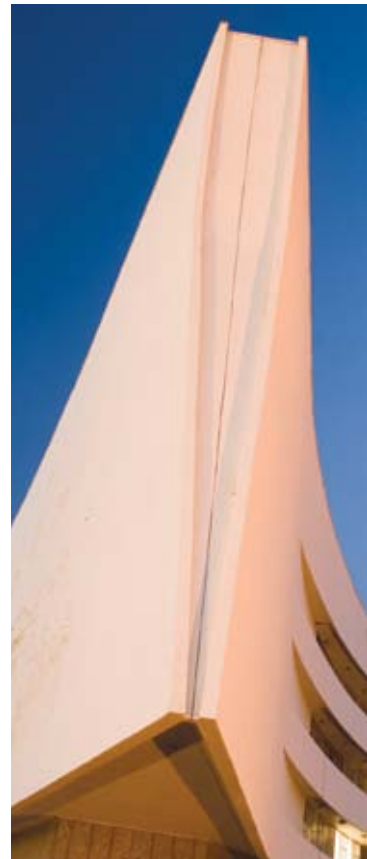
The students were given the assignment to display practically or illustrate how they viewed entrepreneurship, consisting of what they learned throughout the semester. The exhibition day took place at LC de Villiers sport area surrounding the Piet van Zyl Dam.

The purpose of this project was to incorporate all the topics and chapters covered during the semester and to allow students to demonstrate a practical application of what has been learnt in entrepreneurship. These topics include: characteristics of entrepreneurs, business start-up, business plans, resources, business forms,

family businesses, franchising, business buy-outs, to name but a few. It is the first time that the Department of Business Management attempted such a practical assignment with such a large number of students. The students portrayed a very high standard with the presentation of their projects.

Some examples of what the students did on the exhibition day are:

- Exhibitions were set up to portray entrepreneurship (but no buy-and-sell or flea market stalls were allowed);
- Plays and drama pieces were performed by the students;
- Board games were developed and played;
- Detailed posters were made to illustrate concepts/topics;
- There were dress-up characters who illustrated entrepreneurship;
- Movies were made and shown to illustrate entrepreneurship;
- A game show was developed and illustrated;
- Cookery classes and shows were held;
- Fashion shows hit the run-way; and
- Reality shows such as Survivor were adapted to illustrate entrepreneurship.



Dr Alex Antonites (right) of the Department of Business Management and Mr Leon Lourens of Softstart BIT, business partner of the Department of Business Management in the development of the Softstart Business Technological Incubator.



## University Of Pretoria launches a Business Incubator

The Department of Business Management in the Faculty of Economic and Management Sciences of the University of Pretoria, in collaboration with the Softstart Business Technological Incubator, launched a Business Incubator. The University of Pretoria Business Incubator (UPBI) will support students in the process of starting, establishing and managing their own business, as well as assisting them in the development of ideas and concepts into successful business ventures. The incubator offers the students the facility and expertise they would require in order to start their businesses and serves as an incubation facility for these businesses until they can exist independently.

Dr Alex Antonites, under whose visionary leadership the incubator was implemented, says that the Incubator acts as the tool for students to develop

themselves and their business in order to become aspiring entrepreneurs and business owners. The Department of Business Management, headed by Prof Gideon Nieman desires to offer students the innovative environment to practically apply what they are taught and, in effect, empowering them to become employers in the economy.

The UPBI is situated on the main campus of the University of Pretoria in the Department of Business Management, and is available to all students of the University of Pretoria. Softstart Business Technological Incubator says it is an honour to be part of this innovative development at the University of Pretoria and their vision is that students will engage in this facility to equip themselves by becoming future entrepreneurs and business owners.

## Persoonlike handelsmerk kan maak of breek

Jou persoonlike handelsmerk kan jou loopbaan maak of breek. Volgens prof Ernest North van die Departement Bemerkings- en Kommunikasiebestuur en kursusleier in die veld van persoonlike handelsmerkvestiging, moet alles wat 'n persoon doen en hoe dit gedoen word, saamwerk om persoonlike handelsmerke asook die handelsmerk van die organisasie te bevorder.

Persoonlike handelsmerke beklemtoon 'n persoon se unieke waardes, doelwitte en persoonlikheid. Dit gaan oor die gehalte van 'n persoon se werk, hoe 'n persoon hom- of haarself verpak en dit aan ander persone kommunikeer. Die skepping van 'n persoonlike handelsmerk is ook van min waarde as dit nie deur 'n persoon se optrede bekragtig word nie.

Verhoudings met bestuurders, kollegas en ander werknemers is 'n belangrike aspek van persoonlike handelsmerk. Daarom is dit belangrik om 'n benadering te volg waar die gehalte van jou werk jou handelsmerk herbevestig. Dit gee aanleiding tot beter verhoudings tussen werknemers wat op sy beurt aanleiding gee tot verbeterde prestasie in werksverband. Veral op bestuursvlak is persoonlike handelsmerk van deurslaggewende belang. Dit is 'n bestuurder se taak om sy eie beeld sowel as die beeld van die organisasie uit te dra.

Persoonlike handelsmerke kan op verskeie maniere uitgedra word soos byvoorbeeld, werk van uitstaande gehalte, betroubare leierskap, toegewydheid en 'n positiewe houding.



Prof Ernest North van die Departement Bemerkings- en Kommunikasiebestuur en spesialis in die veld van persoonlike handelsmerkvestiging.





# African Tax Institute offers fiscal training to the DRC – in French

During 2007, Professor Riël Franzsen, Director of the African Tax Institute (ATI) in the Department of Economics, visited Kinshasa in the Democratic Republic of the Congo (DRC) to promote the ATI and also to investigate whether there would be interest within francophone Africa for ATI programmes offered in French. During his visit he met with deputy ministers, senior government officials, the Ministry of Finance, the Ministry of the Budget, as well as the Inspector General of Finance. Two messages were conveyed: firstly, that modules in French would be most welcome, and secondly, that in light of the DRC's ambitious decentralisation initiatives, the country had a dire need for immediate assistance in the area of fiscal decentralisation.

At the request of the Ministry of Finance and funded by the government of the DRC, the ATI designed a programme on fiscal decentralisation for the DRC. On 28 January 2008 a delegation of 30 senior DRC government officials from four different ministries, namely the Ministries of Finance, the Budget, Administration, as well as the Interior were welcomed at the University of Pretoria for an intensive training programme (*Atelier sur la*

*Décentralisation: concepts, outils et applications à la République Démocratique du Congo*).

What was rather unique and a first for the ATI, is that the whole programme was offered in French. This necessitated the assistance of French-speaking experts in public finance. The ATI was fortunate to obtain the expertise of Prof François Vaillancourt of the University of Montreal, Canada and Prof Bernard Dafflon of Fribourg University, Switzerland who provided relevant study material and background reading materials in French and did most of the teaching. However, they were supported by local experts from the Department of Economics, National Treasury, SARS, as well as the Financial and Fiscal Commission who provided their input with the assistance of two professional interpreters. The participants were required to complete comprehensive evaluation forms and these indicated that they were all extremely satisfied with the programme. It is most likely that the ATI will be offering further training for officials from the DRC, either in Pretoria or in Kinshasa. Three modules, namely Comparative Tax Policy, Modernising Tax Administration and Value-added Taxation will be offered in French.

*The delegation of senior DRC government officials from four different ministries, who attended an intensive training programme offered by the African Tax Institute (ATI) at the University of Pretoria.*







# Developing skills through management education

An Executive Leadership Management Development Programme, designed by the School of Public Management and Administration (SPMA) was tailor made to meet the needs of specific municipal government officials and is the first of its kind.

The first intake of this nationwide initiative consisted of 230 participants. Following the success of the pilot programme, a second programme will be launched in the near future. The programme was designed to ensure the accelerated development of the knowledge and skills required for the effective implementation of the vision and mission of the country's respective municipalities. It provides the background necessary to understand the management function and intergovernmental relations applicable to local government.

The programme consists of eight modules that cover aspects such as government law, integrated development planning, managing municipal finance, to name but a few. Participants are expected to successfully complete classroom assignments and a final assessment takes the form of an individual portfolio of evidence. Candidates who successfully complete all the modules can obtain credits, should

they wish to enrol for a formal undergraduate or postgraduate degree programme at the University of Pretoria.

The SPMA was established in 1994 to respond to the changing demands of teaching and research in public administration and management in a democratised South Africa. The SPMA initially functioned as an independent department within the School of Management Sciences in the Faculty of Economic and Management Sciences. It has now been established as a school in its own right, enabling it to be better positioned to promote management training.

The SPMA exhibits a productive research output and is internationally recognised for its excellence in public sector education and training. It advises several government departments on national, provincial and local spheres and has established a significant relationship with the South African Public Service. It has positioned itself within the African Public Service and NEPAD as a formidable School to be noted and consulted.

Through collaborations with Gonzaga University's Leadership Studies Programme as well as the

Knowledge Exchange Learning Partnership Programme (KELP), the SPMA prides itself as Africa's largest postgraduate school in public management and administration and has emerged as the strongest leadership and governance programme in Southern Africa. The SPMA offers degrees that are competitive on a global scale, but with local relevance. Postgraduate programmes include a MAdmin or a DAdmin in either Public Administration, Public Management or Municipal Administration, a MPA and a PhD in Public Affairs.

*Staff members of the School of Public Management and Administration. From left: Prof David Fourie, Dr Sipho Nsingo, Prof Petrus Brynard, Prof Enslin van Rooyen, Ms Mareli Kruger, Prof Jerry Kuye (Director), Mr Segotsi Mabogoane, Prof Gerda van Dijk, Dr Kabelo Moeti, Dr Lianne Malan and Prof Chris Thornhill (former Dean of the Faculty of Economic and Management Sciences).*







*Class photo taken of the first group of students who enrolled for the UP Thuthuka programme in their new venue, the Thuthuka study centre.*

## The UP Thuthuka programme

The name *Thuthuka*, a Zulu verb meaning “to develop”, was chosen by the South African Institute of Chartered Accountants (SAICA) to designate its transformation initiatives related to increasing the number of African and Coloured chartered accountants.

The decision of the School of Financial Sciences to introduce a transformation programme in collaboration with SAICA relates to its mission to meet the financial knowledge and skills needs of

South African business, taking cognisance of the recognised need in the chartered accountancy profession to transform the demographics of the profession as it relates to African and Coloured chartered accountants. The School of Financial Sciences managed to secure sponsorships from Pricewaterhouse Coopers (PWC) and from Deloitte. These sponsorships were utilized towards the installation of a dedicated study centre, a computer laboratory and stationary for the students.



*Dr Elbie Antonites (front right) of the Department of Financial Management with delegates who attended the first Educational Partner Conference in Charlottesville, United States of America.*

## BCom (Investment Management) recognised as an undergraduate educational partner

The Department of Financial Management established an educational partnership with the Institute of Chartered Financial Analysts (CFA) in October 2006, one of fifteen such partnerships and the first in Africa. This partnership recognizes, based on the curriculums provided, the educational institutions as either postgraduate or undergraduate partners of the CFA Institute. To qualify as a postgraduate partner, the curriculum of the educational programme must include 70% of Level 1, 2 and 3 of the CFA Programme, while undergraduate partners must meet the criteria of 70% of Level 1. The BCom (Investment Management) was recognized as an undergraduate educational partner.

By invitation of the CFA Institute, all programme directors of educational programmes were invited to the first Educational Partner Conference held from 1 to 2 March 2007, in Charlottesville, USA. During the conference, issues regarding the CFA Institute such as the CFA Programme, the work and offerings of the Research Foundation and Centre for Market Integrity, were among the topics discussed. The conference also included academic topics related to teaching methods and practicalities of teaching investments amongst others. The conference created opportunities for networking with academia and members of the CFA Institute. Dr Elbie Antonites represented the University of Pretoria.

## Celebration of 1 000<sup>th</sup> article

The University of Pretoria celebrated the 1000<sup>th</sup> article submitted to OpenUP. OpenUP is a collection of articles that offers open access to the full text research articles published by staff, students and affiliates of the University of Pretoria in UPSPace, which is the digital research repository of the University of Pretoria.

Prof Yolanda Jordaan's article *Privacy concerns and kinds of protective behaviour of victims of information privacy violations*, which was published in the *South African Journal of Economic and Management Sciences* was the 1000<sup>th</sup> article to be mapped to the OpenUP collection. Prof Jordaan is a lecturer in the Department of Marketing and Communication Management of the Faculty of Economic and Management Sciences. With 227 articles, the Faculty holds the record of the highest number of articles on OpenUP.

Studies have indicated that open-access articles are cited more than non-open-access articles. OpenUP offers training to all staff members of the University of Pretoria who wish to self-archive their research articles.



*Back (left to right): Hendriëtte Jansen van Vuuren, Mrs Elsabe Olivier (OpenUP Manager), Ms Ujala Satgoor (EMS Faculty Library Manager). Front (left to right): Mr Robert Moropa (Director: Library Services), Prof Yolanda Jordaan (Lecturer: Department of Marketing and Communication Management) and Prof Carolina Koorhof (Dean of the Faculty of Economic and Management Sciences).*





Governor Tito Mboweni (left) and Prof Jakob de Haan, University of Groningen.

# International Top Conference

Prof Eric Schaling, the South African Reserve Bank (SARB) Chairholder at the University of Pretoria's Faculty of Economic and Management Sciences organized the 11th CEPR/European Summer Institute Annual Conference (jointly with Brian Kahn from the SARB) which took place on 28/29 September 2007 in Pretoria and was hosted by the South African Reserve Bank. The topic of the conference was *Global Imbalances, Competitiveness and Emerging Markets* and covered the following sub-areas:

(1) implications of global imbalances for banking, financial markets and financial stability in mature and emerging markets, (2) the impact of global imbalances on monetary policy in emerging markets (with special emphasis on the following channels: carry trades, capital flows, liquidity, asset inflation and exchange rates) and (3) the modelling competitiveness and balance of payments issues associated with mature and emerging markets.

The conference was opened by Reserve Bank

Governor T T Mboweni and a policy lecture by Governor Vittorio Corbo, of the Bank of Chile. There were three survey papers by reputed academics namely Enrique Mendoza (University of Maryland), James Bullard (Research Department, Federal Reserve Bank of St. Louis) and Stijn Claessens (Financial Studies Division, Research Department, IMF).

The CEPR/ESI Prize 2007 for the Best Central Bank Research Paper presented at this conference was awarded to Marcel Fratzscher (European Central Bank). The conference was closed with a panel session of academics, commercial bank analysts and representatives of international institutions. For more information see the forthcoming Conference Report *Global Imbalances, Competitiveness and Emerging Markets*, edited by Sylvester Eijffinger, Kees Koedijk and Eric Schaling. The 12<sup>th</sup> CEPR/European Summer Institute Annual Conference will be hosted by the Bank for International Settlements in Basel, Switzerland.



Governor Vittorio Corbo (far left), Prof Sylvester Eijffinger (centre), Tilburg University and Prof Eric Schaling (right), SARB Chair, University of Pretoria.



## South African Reserve Bank Chair knows the price of a loaf of bread

In November 2007 Tiger Brands (TBS) was fined R98.8m for its participation in a bread and milling cartel. The major players in the cartel - which operated in the Western Cape - were Sasko, Dues Bakeries, both belonging to unlisted food group Pioneer Foods, and Albany Bakeries - a unit of Tiger Brands. They are said to have inflated the price of bread to independent distributors in the Western Cape by between 30c and 35c per loaf in December 2007.

It is worthwhile pointing out that well before that news hit the press, in research done during 2006 for the Department of Trade and Industry (DTI) - in

the context of the so-called Trade and Poverty Project, Prof Eric Schaling, South African Reserve Bank Chair in the Department of Economics found that there is a party in the wheat-flour-bread value chain that extracts "super profits", namely the millers. Put differently, this value chain is driven by the millers or by the "middle men" (who are positioned between the farmers and bakers/retailers) and are able to extract an extraordinary profit margin, which is ultimately at the expense of the consumer.

For further information the paper is available from <http://www.tips.org.za/monitor/>.



## 2010 Wêreldbekertoernooi en die ekonomie

In 'n artikel wat in *Finweek* verskyn het, maan mnr Heinrich Bohlmann van die Departement Ekonomie dat die voordele van die 2010 Wêreldbekertoernooi oorbeklemtoon word en dat die toernooi nie noodwendig die antwoord op SA se probleme is. "Die inkomste- en werkskeppingsvermenigvuldigers wat gebruik is, was waarskynlik ooroptimisties vergeleke met die ramings in ander studies."

sê Bohlmann. Nog 'n kritiese kwessie is die langtermyn volhoubaarheid van die stadions. Volgens Bohlmann moet stadions in die toekoms winsgewend gebruik kan word. Hy sê dat dit opwindend is dat die wêreldbekertoernooi na SA kom en dat die ekonomie voordeel daaruit kan trek, maar dat daar beter maniere bestaan om die geld te bestee.

## Jobless growth stalks economy

Research done by Prof Charlotte du Toit of the Department of Economics argues that economic growth has not done much to reduce unemployment and that the economy will not be able to sustain higher growth rates as long as it has a huge untapped resource of people who cannot be absorbed into the economy. An integrated national strategy on social development that will improve South Africa's ability to absorb and mobilize human capital and so raise the economy's sustainable growth rate, is necessary.

It is argued that if the economy grows fast, it

starts to overheat and that is reflected in domestic inflation. Supply-side impediments inhibit people who would be willing to work from doing so, and thus preventing them from taking part in any form of economic activity. The study concludes that the South African labour market is unresponsive to growth. This could be because of factors such as insufficient access to effective education and skills development and lack of social support services. According to Prof Du Toit, socio-economic development should not be considered as an expense item, but should rather be seen as an investment in human capital.



*Prof Charlotte du Toit of the Department of Economics has done research on economic growth and unemployment.*





*Mareli Kruger (left) received a research award as best researcher in the lecturer category.*



*Prof Rangan Gupta (left) received the award for the best researcher in the senior lecturer category.*

RESEARCH

# Research Awards 2007

The Faculty of Economic and Management Sciences recognises the research of personnel by awarding them with research awards. Research awards are granted annually in four categories, namely best researcher in the lecturer category, best researcher in the senior lecturer category, best researcher in the Professor/Associate Professor category and a research trophy for the best research performance by a department of the Faculty. The 2007 research award winners were Mareli Kruger of the School of Public Management and Administration for best researcher in the lecturer category, Prof Rangan Gupta of the Department of Economics for best researcher in the senior lecturer category, Prof Dawid Fourie of the School of Public Management and Administration for best researcher in the Professor/Associate Professor category. The research trophy for the best research performance by a department also went to the School of Public Management and Administration. The awards were presented to staff members by Prof Ronel Rensburg, Chairperson of the School of Management Sciences, at a special function.



*Prof Dawid Fourie (left) received the award for the best researcher in the Professor/Associate Professor category.*



*Prof Chris Thornhill (left) and Prof Jerry Kuye (right) Director of the School of Public Management and Administration with the trophy won by the School for the best research performance by a department.*



# COMMUNITY ENGAGEMENT AND PARTNERSHIPS

Prof Ernie Heath (back, third from left) and Prof Wouter van Hoven (front, right), together with their Chinese hosts and delegates.

## Chinese higher education reaches out to Africa

A seminar with the theme *Higher Education, and collaboration with Africa*, sponsored by the Government of the People's Republic of China and facilitated by Northeast Normal University (NENU), was held in Changchun, China during June 2007. The seminar comprised lectures on key aspects of Chinese higher education.

According to Prof Ernie Heath, Head of the Department of Tourism Management who, together with Prof Wouter van Hoven, Director of the Centre for Wildlife Management, were the two invitees from South Africa, there are various aspects of the higher education system in China which could have relevance to South Africa and Africa at large. These include that the Government of China places strategic priority on and invests in higher education as a key building block towards longer-term competitiveness. Their focus is on "respect-based education" with the spirit of human centeredness. They also strive to create an enabling environment that is conducive to optimal student learning and place priority on research that is relevant and benefits the advancement of society. They pro-actively pursue the establishment of sustainable and mutually-beneficial partnerships with international higher education institutions. Testimony to this commitment is the fact that nine collaboration agreements were concluded with higher education institutions from Africa during the seminar.

At the conclusion of the seminar, a strategic session for the African delegates was facilitated by Prof Heath and a position paper was prepared, which culminated in the so-called *Changchun Declaration 2007*. The Declaration highlights the key lessons learnt regarding the Chinese higher education situation that could be relevant to Africa, as well as the strategic priorities that need to be addressed to advance higher education in Africa to effectively position it globally.

Given China's increasing importance in the global socio-political and economic spheres; its increasing influence in Africa; and the quality of higher education in China, there can be no doubt that collaboration with appropriate higher education institutions in China could be of strategic

importance to higher education institutions in the future. Furthermore, the commitment of the Chinese Government to establish Confucius Centres for Chinese Studies throughout Africa also provides a window of opportunity for, among others the University of Pretoria, given its focus on internationalisation and its strategic location in proximity to key public and private sector stakeholders, as well as embassies, which will increasingly have an interest in knowing more about China and wanting to learn Mandarin.

## Dr Chris Stals vereer



Dr Chris Stals (links) en Prof Jan van Heerden, Departementshoof van die Departement Ekonomiese Wetenskappe tydens die toekening van 'n eredoktorsgraad aan Dr Stals.

Die Fakulteit het die voorreg gehad om op Woensdag, 18 April 2007, 'n eredoktorsgraad aan Dr Chris Stals toe te ken. 'n Klein funksie is na afloop van die verrigtinge vir Dr Stals en sy familie gehou.

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 behaal en het as deeltydse dosent, terwyl hy reeds in diens was by die Reserwebank, klas gegee by die Fakulteit Ekonomiese en Bestuurswetenskappe. Dr Stals het ook op die Universiteit van Pretoria se Raad gedien en was vir twee termyne Kansellier van die Universiteit van Pretoria.





# A day to remember

The Faculty of Economic and Management Sciences launched another community service project. On May 19 the Faculty's student house, Commercii, visited an orphanage situated deep in the heart of Klipgat, Pretoria. The orphanage is run by nuns of the Missionaries of Charity. Donations from the Faculty of Economic and Management Sciences, which ranged from maize meal to nappies, washing powder and baby oil were given to the children of the orphanage. On the arrival of the students at the orphanage, the children were very excited and tried their best to help with the unloading of the heavy parcels which they could hardly carry!

After unloading, it was play time. The Commercii team spent the whole morning playing soccer with the children, chatting to them and helping them to eat the yoghurt that was brought for each child. The ages of the children at the orphanage range from about 5 months to 15 years. Approximately half of the children are mentally handicapped and many of them are infected with HIV/AIDS.

To many of the students it was an eye-opening experience. It touched their hearts deeply to see the joy of the orphans for having received something that, to us seems so insignificant. Through the community outreach project, the Faculty of Economic and Management Sciences helped poor, needy children. Even though this was just a drop in the ocean, many innocent hearts were made happy.



Playtime for orphans of Missionaries Charity.



The research project team. Back (left to right): Karin Barac (Unisa), Mariaan van Staden (Unisa), Blanche Steyn (Unisa), Kato Plant (UP), Vanessa White (KPMG), Leana du Plessis (Unisa), Claudelle von Eck (Institute of Internal Auditors) and Philna Coetzee (UP). Front (left to right): Houdini Fourie (TUT), Nebbel Motubatse (Unisa), Lourens Erasmus (TUT).

## Research project on the standing of and demand for internal audit in South Africa

The Departments of Auditing at the University of South Africa (Unisa), University of Pretoria (UP) and the Tshwane University of Technology (TUT), in conjunction with the Bureau of Market Research (BMR) at Unisa, are conducting a research project to establish the standing of and demand for internal auditing within South Africa. The project will comprise of two phases. Phase 1 will target the private sector that includes 40 companies, while phase 2 of the research will concern the public sector (National, Provincial and Local Government) and will be done by electronic questionnaires and interviews.

The research will be conducted to, *inter alia*, determine the view of a CEO, COO, CFO and the Chairperson of the Audit Committee on the value of the internal audit function, the role internal auditing is currently playing in these organisations, the future contributions it could make to various topics, such as risk management, as well as the size of the market demand and future potential for internal auditors in South Africa. The project is funded by the Institute of Internal Auditors (SA) and KPMG. It is important to note that the research institutions will operate independently from their sponsors and that objectivity will not be impaired. All the information will be treated confidentially and individual views will be combined with those of many other organisations participating in the survey.

A formal research report will be launched after completion of the project. This research initiative may also be conducted globally as researchers in Europe and the United States of America have indicated that they are interested in the project.

Tony Trahar received an honorary doctorate from the University of Pretoria. From left: Prof Andy Mogotlane (Vice-Principal), Prof Mike Wingfield (FABI), Mr and Mrs Trahar, Prof Quintus Vorster (Acting Dean), Prof Esmé du Plessis (Chairperson of the Council of the University of Pretoria) and Dr Coenraad Strauss.



## Tony Trahar receives an honorary doctorate from the University of Pretoria

Mr Tony Trahar, former CEO of Anglo American plc, was awarded an honorary doctorate by the University of Pretoria in 2007.

Tony Trahar has had a long and prestigious business career in South Africa and abroad. He held one of the most influential positions in the business arena when he was appointed as Chairman and CEO of Anglo American plc in July 2000. He was also involved in several social programmes. Perhaps his most widely praised social initiative was with regard to HIV/AIDS. Tony Trahar initiated a programme under which Anglo American became the first corporation in South Africa to provide free antiretroviral treatment to employees living with AIDS. As an environmental champion, Trahar also established the Mondi Chair in Forest Protection that has provided substantial impetus to forest health research in South Africa. These initiatives played an important part in the establishment and growth of the Forestry and Agricultural Biotechnology Institute (FABI) at the University of Pretoria.

Tony Trahar became the Financial Director of Anglo American Industrial Corporation in 1982. In 1986 he was appointed Managing Director of Mondi

Paper, a division of Anglo American Corporation. He later became the Executive Chairman of Mondi Paper Company and Director of the Anglo American Corporation of South Africa. In 1991 he became the Executive Director of the Anglo American Corporation. He also served as Chairman of South African Motor Corporation (Pty) Ltd and of AEC Ltd. Tony Trahar was appointed as Chairman and CEO of Anglo American plc Group in July 2000 and has made significant contributions to the development of the South African economy. He retired as CEO of the Group in February 2007 and as a consultant to the Group in June 2007, but recently started a strategic advisory, consulting and investment business, namely Bartlett Resources Ltd. He acts as consultant to a number of industrial, financial and natural resource businesses.

Tony Trahar also holds a number of directorships including in Anglo Gold, Anglo Platinum, Highveld Steel, Scaw Metals, Del Monte Royal Foods and McCarthy Retail. He is also the Chairman of the Paleo Anthropological Scientific Trust and an executive member of the World Wildlife Fund for Southern Africa. He is also a council member of the SA Foundation.

## The Faculty treasures its Alumni



Alumni enjoying dinner during the Alumni function hosted by the Faculty of Economic and Management Sciences.

The Faculty hosted a function for its alumni in September 2007. The aim of the function was to build relationships with alumni and to let them know how important they are to the Faculty. Prof Ernest North of the Department of Marketing and Communication Management was the host of the evening. The guests were welcomed with sherry, after which a sit down dinner was served.

The Faculty would like to keep an updated database of the contact details of its alumni. If you are a former student of the Faculty, please send your name and contact details to: [sonja.vanderwaldt@up.ac.za](mailto:sonja.vanderwaldt@up.ac.za).



Associate  
Dean, Dr Irene  
Duhaime, of the  
J Mack Robinson  
of the College  
of Business of  
Georgia State  
University,  
delivering her  
welcoming  
address.

# RBI's First International Business Conference



*Keynote Speaker at the  
conference, Mr John  
James, responding to  
questions.*

The first International Business Conference to be hosted by the Ronald H Brown Institute, that operates under the mentorship of the Department of Business Management in the Faculty of Economic and Management Sciences, was held at the University of Pretoria. The theme of the conference was *SMME Development: An African perspective* and was attended by key stakeholders on enterprise development, representing academics, policy researchers, business finance and advisory sectors as well as selected entrepreneurs from Sub-Saharan Africa.

The Conference placed small micro medium enterprises (SMME) development at the centre of the agenda, which places emphasis on the themes of entrepreneurship, human capital development, business and community linkages with the aim of providing solutions that enable African enterprises

with potential to become globally competitive.

The conference report will serve as a reference document for small to medium enterprises (SME) and entrepreneurship development on the African continent. The report covers a number of topics that give weight to the goal of achieving global competitiveness.

The Ronald H Brown Institute for Sub-Saharan Africa (RBI) supports synergy and partnerships between public and private-sector institutions. The Institute continually strives to create an environment in which productive enterprises can develop. By working with committed local, regional and international institutions, RBI can meet its goal, and enshrine in Africa the vision of the late Mr Ronald H Brown "... to create opportunities for people of every race, social class and nation ...".



*Dr Melodi Botha (left) receives the Tenth Anniversary Leading Women Entrepreneurs of the World Book from the Chairperson of the organisation, Cheryl Womack, during the LWEW Business Forum.*

# Female entrepreneurial excellence honored

The Leading Women Entrepreneurs of the World (LWEW) is a non-profit organisation that was established to identify, honor, promote and encourage female entrepreneurial excellence. The LWEW organise annual gala events, held all over the world, where they honor remarkable women entrepreneurs. This year the celebrations took place in South Africa. The LWEW, a group of just over 320 women, collectively employ more than 540 000 people around the world and generate more than US \$255 billion (R1.7 trillion) for the global economy.

Three South African businesswomen were awarded business development grants by The Leading Women Entrepreneurs of the World organisation. The grants, totaling R85 500, were awarded on 14 September 2007 during a Business Forum hosted by the Department of Business Management in the Faculty of Economic and Management Sciences of the University of Pretoria. "It is an honor to be able to provide strong support to such deserving candidates," said Cheryl Womack, Chairperson of the LWEW.

The purpose of this forum was for the honourable members of the LWEW to address upcoming and

potential women entrepreneurs in South Africa. Dr Melodi Botha, senior lecturer in the Department of Business Management, who was the moderator and the facilitator at the Business Forum, opened the discussion with background concerning the Women Entrepreneurship Programme (WEP) at the University of Pretoria. She highlighted that women entrepreneurs in South Africa face numerous challenges and are in desperate need of financial assistance and other support, to assist them in starting and expanding their businesses. Consequently the honourable members of the LWEW addressed mainly the following issue: What challenges they have as global role models and how their experiences have paved the way for other women entrepreneurs.

The LWEW honorees who attended the forum were: Anca Vlad (Romania), Anna Mokgokong (South Africa), Georgiana Pogonaru (Romania), Janette Faherty (United Kingdom), Kitty Kyriacopoulos (Greece), Louisa Mojela (South Africa), Marilyn Orcharton (United Kingdom) and Cheryl Womack (USA). The forum marked the culmination of the week-long LWEW Eleventh Annual Gala and Celebratory Event held in Cape Town, Sun City and Pretoria.



*LWEW Honorees (from left to right): Kitty Kyriacopoulos, Marilyn Orcharton, Janette Faherty, Cheryl Womack (Chairperson of the Leading Women Entrepreneurs of the World), Georgiana Pogonaru and Anca Vlad.*







Prof Ernie Heath (second from left) with Mr Ndabo Khoza, Chief Executive Officer of Tourism KwaZulu-Natal, Dr Alex Coets and Ms Phindile Makwawa, General Manager: Public Relations and Communications during the TKZN UNWTO Ulysses Award Gala Event.

## Tuks Tourism Management plays a role in International Award for Tourism in Kwazulu-Natal

Prof Ernie Heath, Head of the Department of Tourism Management who, together with Dr Alex Coets, successfully nominated Tourism KwaZulu-Natal (TKZN) for the coveted international United Nations World Tourism Organization (UNWTO) Ulysses Award for *Innovation in Tourism Governance* in 2007. They were recognized for their contributions at a special gala function hosted by Tourism KwaZulu-Natal.

According to Prof Heath, who facilitated numerous destination marketing initiatives in KwaZulu-Natal since the early nineties, TKZN was a worthy recipient of the prestigious award. They are at the forefront of innovation in destination marketing and knowledge management and are increasingly regarded as one of the best-practice destination marketing organizations internationally. Prof Heath emphasized that KwaZulu-Natal and South Africa can be very proud of this excellent achievement, which is a key building block in reinforcing and further enhancing South Africa's global competitiveness in the tourism sphere.

TKZN is the first destination in Africa to win the award, which has generated significant positive international publicity for Durban, KZN, South Africa and Africa at large. According to Dr Seshsi Chonco, Chairman of the Board of TKZN, the award was not only a major boost for the province and country, but also gave TKZN and the broader region credibility with investors and the tourism trade because they were assured that the research and information they received from TKZN could be used to make sound investment and business decisions.



# IFC to Strengthen Management Education for Tourism Industry in Africa

IFC, a member of the World Bank Group, has joined forces with African business schools to support the development of high quality education for managing tourism in the region. The Tourism Training Network draws on the expertise of the leading faculties of the George Washington University in the United States and the University of Pretoria. The purpose is to help increase the capacity of African business schools in designing and delivering executive education programs to target private sector and public sector managers.

According to Sam Nganga, IFC Operations Officer, the strengthening of tourism education in Africa will increase the pool of competent managers, boost economic growth and create jobs. Prof Don Hawkins, of Tourism Policy at the George Washington University, said that the delivery of quality management education in tourism is vital to Africa in unlocking its potential as a strategic growth sector.

As part of the first phase of the programme, faculties from five African business schools in Kenya, Madagascar, Mozambique, Rwanda, and Senegal recently completed an intensive course development session at the University of Pretoria, under the guidance of Prof Hawkins and Prof Heath of the Department of Tourism Management. The participating schools are committed to launching executive education programmes in tourism by July 2008. This includes the School of Finance and Banking (Rwanda), Strathmore University (Kenya), Institut Supérieur de Management (Senegal), Instituto Superior Politecnico e Universitario (Mozambique), and Institut National des Sciences Comptables et de l'Administration d'Entreprises (Madagascar).



Course participants with the Course Facilitators, Prof Don Hawkins (back row, fourth from right) and Prof Ernie Heath (back row, third from right).

