IPSU Summer School

Entrepreneurship, Innovation and Growth in South Africa: Current and Future Challenges

June – July 2013

Coordinators: Coventry University and Stellenbosch University

Course Description

Within a globalised business world collaboration and open innovation are of great importance, as well as new ways of thinking about entrepreneurship. This co-presented programme aims to give students the opportunity to think differently about themselves as young entrepreneurs and develop the necessary mindset and skills to become successful entrepreneurs.

The Main Themes that will be covered are:

- Personal development as an Entrepreneur
- Entrepreneurial skills within a Global Context
- Business skills
- Contextualising solutions for Region Specific Business Opportunities
- Tricks of the Trade: What they never tell you in text books about Entrepreneurship

The course will have a dual focus:

1. The business development process
2. Growth and development of the individual

Course Information & Outcomes

ACADEMIC WEIGHT: 6 US Credits / 12 ECTS Credits

Entrepreneurship, Innovation and Growth in South Africa is a 4 – week programme where students follow 2 courses in total: Course 1 is worth 2 USA (4 ECTS) credits and Course 2 is worth 4 USA (8 ECTS) credits. The total credits are thus 6 USA (12 ECTS) Credits.

- Course 1: Introduction to South Africa’s Political History (1 Week)
- Course 2: Entrepreneurship, Innovation and Growth in South Africa (3 Weeks)

NUMBER OF PARTICIPANTS: 20 – 25 Students

TARGET GROUP: Senior Bachelor (and older) students; a background in economic and business studies is not a prerequisite.

PRESENTATION: The course is co-presented by Stellenbosch University and Coventry University faculty and will be conducted through interactive lectures, discussions, group work, video material, and field trips.
**Cost:** Refer to the Summer School Website

Group tariffs can be negotiated; tuition waivers or discounts are available for exchange students from partner institutions.

**Application Deadline:** Friday, 29 March 2013

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**Programme in a Nutshell**

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**General Programme**

**Week 1 (17 June – 21 June): Introduction to South Africa’s Political History**

(Although students will be attending Course 1, introductory discussions will already take place in the first week.)

**Topics and Activities for Week 1:**

- Look at current South African Businesses and identify:
  - Is it necessity driven?
  - Where is it located – proximity to other businesses
  - Growth? Any signs of ambition?
- Generate ideas – what is not working and what is working well → link to home country
  - Put students in the situation that they are the policy drivers; what would they do?

**Outcomes for Week 1:**

- Overview of South African background → political, economic, social
Focus on aspirations in South Africa \rightarrow economic growth and development
Be able to distinguish between different business and entrepreneurial models in order to identify successes and failures / original vs. mimic
Determine what it means to be entrepreneurial, i.e. is a Spaza shop an innovative type of business?

**Week 2 (24 June – 28 June): Creativity and Innovation**

**Topics and Activities for Week 2:**
- Personality test
- Students will be assigned to groups based on their personality test
- Creativity and problem solving theories and activities – focused on specific problem
- Difference between idea vs opportunity, creativity vs innovation
- A focus on SA specific problems vs developed economies

**Outcomes for Week 2:**
- Identification and focus on a specific idea/project/problem (understanding the problem)
- Perform research for a feasibility study and elevator pitch (this would typically include a day excursion to the chosen business and a brief about the intended idea/project/problem to be solved)

**Week 3 (1 - 5 July): The Consultation Process**

**Topics and Activities for Week 3:**
- Time allocated for work on solving the problem put to students in the previous week
- Mentor/guidance/consulting system – experts on marketing, finance, financial planning, research, business management, logistics, venture capitalists to provide session overviews on each topic, then be available to “consult” directly with separate teams on specific problems.

**Outcomes for Week 3:**
- Compilation of a staged implementation plan
- Consultation sessions with experts \rightarrow know which questions to ask
- Practical walk-through of the entrepreneurial process

**Week 4 (9 – 12 July): Preparing to sell your idea/solution**

**Topics and Activities for the week 4:**
- Obtain skills on “selling your idea”
- Present final solution to owner of business – they choose winning team.
- Debrief – what worked, what did not work (stop/start doing approach). What learnings are you taking home?

**Outcomes for Week 4:**
- Presentation of staged implementation plan to business owner
- Identification of learnings \rightarrow what can I apply to my home country?
Student Assessment

Students will be assessed through the following means:

1. Reflective Journals
2. A Final Group Presentation with a supporting written document
3. Other smaller assignments during the Summer School

Attendance of classes and excursions is compulsory.

After successfully completing the programme students will receive a Stellenbosch University transcript; students will earn 6 US / 12 ECTS credits.

Cultural and Social Programme

A well organised social and cultural programme will support the academic programme. Various full day excursions will be undertaken, for example:

- Robben Island Museum
- Cape Point & Boulders Beach
- Table Mountain

Students will also be going on the Route 62 weekend, where they will have the chance of seeing and experiencing a bit more of South Africa.

More Information

→ Academic matters:
Chanel Venter (Stellenbosch University)
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→ Logistical and other related matters:
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SUMMER SCHOOL WEBSITE: www.sun.ac.za/summerschools/ipsu