

Going **BEYOND** Awards

SMALL BUSINESS ACADEMY DEVELOPMENT PROGRAM

The program was started in an effort for the USB (University of Stellenbosch Business School) to make a difference in the Small Business Sector of South Africa. The first group of small business owners (mainly from Khayelitsha) started on the program in 2013.

From 2014 the program expanded to Langa, Gugulethu, Blue Downs, Philippi, Delft, Mfuleni, Strandfontein and Mitchells Plain (All townships around Cape Town, South Africa).



ABOUT THE UNIVERSITY OF STELLENBOSCH BUSINESS SCHOOL (USB)

The University of Stellenbosch Business School (USB) is situated on the University's Bellville Park Campus in Bellville, northern Cape Town. USB was the first school from an African university to obtain all three major international accreditations - AACSB, EQUIS and AMBA. The School is a member of several international academic bodies, including the European Doctoral Programs Association in Management and Business Administration (EDAMBA). USB has programs in: Business Management and Administration (Postgraduate Diploma, MBA, PhD) Development Finance (Postgraduate Diploma, MPhil, PhD) Futures Studies (Postgraduate Diploma, MPhil, PhD) Management Coaching (MPhil) Financial Planning (Postgraduate Diploma) Leadership Development (Postgraduate Diploma) Project Management (Postgraduate Diploma) Executive Education (various short courses and certificates) Our programs offer a global perspective with unique African contextualization. Overall, we strive to develop responsible leaders through well-grounded business education and research.

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Distell stepped in immediately as the Gold Sponsor for the program while ABSA Bank and De Beers Mining Group also made contributions.

In 2016 the expansion included the Eastern Cape after the CEO of JoGEDA (Joe Gqabi Economic Development Agency) contracted the SBA to deliver the program in their district. JoGEDA acts as the sponsor of the Eastern Cape program and Small Businesses represent all the local municipal areas in this district.

In 2021 a separate program was launched for Stellenbosch due to the need of the Small Business owners of the area. This program is being sponsored by Stellenbosch Network and Distell. The program is post matric (with the option of recognition of prior learning) that offer small business owners the opportunity to gain business knowledge that will enable them to grow and expand their existing businesses. It is presented on a part-time basis in four weekly blocks.

A competency certificate from Stellenbosch University is awarded to the successful candidates. The curriculum covers Business Essentials, Business Finances, Marketing, Business Plan Development and the necessary skills to work on all of the MSOffice products that Entrepreneurs need to run their businesses' administration.

The program consists of:

- 12 hours of mentoring (by other business owners and Alumni of both the USB and the SBA)
- Practical workshops on issues participants identified as important in their businesses
- The 4 blocks of academic training with assignments aimed at helping the participants identify needs in their businesses and giving them the building blocks for a Business Plan specific to their businesses
- The presentation of their Business plan to a panel of academics as well as sponsors

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PROGRAM IMPACT AND SUCCESS

After 9 years of running the program the SBA has seen the following impact.

The number of successful participants has been

- 165 (Western Cape)
- 106 (Eastern Cape)
- 15 (Stellenbosch)

The following has been noticed from the participants

- Growth in their businesses (size and production)
- Growth in self worth of the owners (making it easier for them to negotiate with bigger companies/tender processes)
- Job creation due to the growth of the businesses
- Compliance to regulations that enables them to deliver services to government departments
- Academic interest and growth (at least 20% of the participants are motivated to keep on studying in the fields of Business Management, Entrepreneurship as well as Future Studies. One student also completed her MBA)
- Students built networking skills



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SDG IMPACT

Through this program the USB addresses the following SDGs:

GOAL 4: Quality Education

GOAL 8: Decent work and economic growth



LOOKING FORWARD

Expansion of this program is inevitable due to the need of small business owners for the necessary skills to run their businesses effectively.

This program can be implemented in any part of South Africa.

Currently a Growth Initiative has been started that will ensure that Alumni of the SBA will have the opportunity to network with each other as well as the Alumni from the USB.

This initiative also gives the Alumni an opportunity to identify their needs for workshops, which are then facilitated by experts in the different fields.

www.usb.ac.za/small-business-academy/