

SCHOOL OF MANAGEMENT SCIENCES

NELSON MANDELA
UNIVERSITY

Newsletter

DECEMBER 2017



From the Director's Desk...

"If your presence doesn't make an impact, your absence won't make a difference." - Trey Smith (son of actor Will Smith)

It is with this quote in mind, that I am paging through the School's last newsletter for 2017... and I'm thinking, "wow", we really have a lot of staff members and students who are making an impact! Thank you all for a very fruitful year.

We had minor challenges this year if one compares it to 2016 and for that we are grateful.

Enjoy the festive season and enjoy the Newsletter!

Madèle

Andrew Marriott wins Teacher of the Year Award



Andrew Marriott is a lecturer in the Department of Marketing Management. His area of expertise lies in marketing with specialist research interests in branding and digital marketing environments. Andrew has developed a natural passion for teaching and learning in Higher Education over his 7-year teaching career. Because of this newfound passion, Andrew has gradually been lead on a journey to try and improve the understanding of the challenges South African university students face in their learning journey and how to best overcome these challenges.

Andrew's portfolio demonstrated a well-considered teaching philosophy, and evidence of how his philosophy guides his teaching design and learning facilitation. He impressed the committee with an integrated approach to teaching and learning that incorporates creative teaching techniques both in the class room and online - especially Moodle. His portfolio illustrated continuous reflection and improvement. His expertise in teaching and learning, and in blended learning, impacted not only his own department, but across our faculty. In addition, Andrew acts as an ambassador for the university by sharing his expertise with the external community, and by inviting external experts to Nelson Mandela University for the benefit of our students.

Current Conversations in Management

The School of Management Sciences hosted a very successful colloquium entitled: Current Conversations in Management at the Nelson Mandela University Business School on 2nd Avenue Campus. Staff members who recently completed their PhDs as well as those in the process of obtaining theirs were called upon to present their findings from their research.

Dr Casper Kruger, newly appointed managing director for Ford's sub-Saharan region, was invited as guest speaker. He addressed the audience with the topic, "Building Brands in a Changing World". He also spoke about Ford Motor Company's approach to win back their customers' loyalty in light of the Kuga crisis.

Topics that were discussed included the following:

- Dr Adele Potgieter: Personal branding
- Dr Paul Tai-Hing: A Framework to implement social entrepreneurship activities in higher education institutions
- Dr Nadine Oosthuizen: Snippets of information for sustainable online mentoring in South Africa
- Dr Roger Muller: Perceptions regarding the impact of servant leadership on organisational performance in the Eastern Cape
- Mr Tony Matchaba-Hove: The STEP Project



ABOVE (from left to right): Mr Andrew Marriott, Ms Asisindise Mavela, Dr Casper Kruger, Prof Madéle Tait and Ms Beverley Gray

Research and Teaching Awards 2017

Two staff members from the School of Management Sciences received awards at the Nelson Mandela University Research and Teaching Awards 2017.

Prof Elmarie Venter from the Department of Business Management won the 2017 Engagement Excellence Award.

Mr Andrew Marriott from the Department of Marketing Management was awarded Faculty Excellent Teacher of the Year 2017.

Congratulations to Prof Venter and Mr Marriott on their excellent achievements.



ABOVE: Prof Andrew Leitch (DVC: Research and Engagement) and Prof Elmarie Venter



ABOVE: Prof Denise Zinn (DVC: Teaching and Learning) and Mr Andrew Marriott

Beyond the Classroom

Mrs Alice Makochieng from the Department of Management Practice was nominated to attend Beyond the Classroom as one of her Retail Management 2 students' inspiring teachers.

Other colleagues in the School of Management Sciences also attended. Success indeed goes beyond the classroom, to identify, support, inspire and encourage the students to see their greater potential.

Beyond the Classroom is a great initiative run by the Engagement Team at Nelson Mandela University to support and inspire students to success throughout the year and seeing the portfolio of evidence that the Beyond the Classroom team and mentors required from the students.



ABOVE: Mrs Makochieng and her students

Marketing Society Hosts Inaugural Event

On the 6th September 2017, the newly established Marketing Society had their inaugural opening function and “Fun Day” event at the 2nd Avenue Campus. Having only recently been formally recognised by SRC as an official society of the Nelson Mandela University the society sought to create awareness of the society and its purpose.

The Marketing Society seeks to engage with the university students, staff and external stakeholders by putting marketing theory into practice through fun and sociable activities.

The event started with an address by the society’s chairperson, Matthew Booyesen. Matthew introduced the Marketing Society’s executive members and explained the society’s purpose and objectives to the audience. In attendance were about 80 students and lecturers from the Department of Marketing Management.

After the opening address, attendees participated in the first of three 7-a-side soccer matches. The soccer teams comprised of university students as well as staff from the Department of Marketing Management. Between the soccer games, other activities such as “egg and spoon race” and “three-legged race” were also held as part of the Fun Day events.

The Fun Day concluded with the awarding of prizes to the winners of the various games. Thereafter all socialised around some light eats. A total of 58 students signed up to be members of the society.

A special word of thanks is given to the Executive Committee of the Marketing Society and to the Department of Marketing Management for assisting in making this event a successful and memorable one.

(written by Nadege Istain, 3rd year ND: Marketing Management)



ABOVE: Executive Members and organising committee of the Marketing Society

Herald Citizen of the Year 2017

Ms Lumka Cube, a third year Diploma Management student serves as one of the Founders and the Chairperson of the Rising Sun Foundation.

The Rising Sun Foundation aims to improve the quality of Education at Kwazakhele Secondary School. As contained in the Constitution of the Republic of South Africa, 1996 under section 29(1)(a), “everyone has the right to basic education including adult basic education.”

The foundation specifically chose to focus on secondary education in the Eastern Cape, because the Eastern Cape remains the worst performing province when it comes to matric pass rate. Although there has been a slight improvement in the Eastern Cape’s 2014 Matric pass rate, it still remained the lowest performing province in South Africa having 3 schools performing at a 0% pass rate. These results could be caused by many factors, for example that the students were not adequately prepared by their educators which may be due to lack of resources available in schools.

Members of the Rising Sun Foundation aim to improve these statistics by starting small. They aim to assist matric students in their major learning areas by providing tutorial lessons led by students who are studying their Bachelor’s in Education at Nelson Mandela University.

Our main aim is to improve the matric pass rate at Kwazakhele Secondary School from 30% to 100%, so that we can help them with financial aid for further education purposes.

Rising Sun Foundation Vision

The Rising Sun Foundation serves as a stepping stone to tertiary education and greatness.

Everyone that is a part of the Rising Sun Foundation benefits, because not only is education being offered to matric students, but their tutors also benefit as it enhances their experience in the teaching field, thus giving them a better opportunity for employment purposes.

Rising Sun Foundation Programmes:

- Sanitary Towel Drive Campaign where we raised over 500 pads, for girls who cannot afford them;
- Motivational Seminar;
- Farewell Drive Campaign, where we collected dresses and suits for learners who wanted to go to their matric farewell, but could not afford to; and
- Stationery Drive, where we collected stationery for the children.

Ms Cube was nominated as Herald Citizen of the Year by fellow Nelson Mandela University peers based on the work that the Rising Sun Foundation does and her service as the Chairperson.

Ms Cube advanced to the final round of the competition.



Prof Chantal Rootman visits Osnabruck

Prof Chantal Rootman visited Osnabruck, Germany from 22 – 28 October 2017. She was invited to lecture during the International Lecturing block week at Hochschule Osnabruck (University of Applied Sciences).

Her topic for the week was “Marketing Communications Management and Business Cases on Stakeholder Management”. Prof Rootman had a student group of 20 students during the week, which included students from Germany and abroad. She enjoyed the interaction, participation and group work from the students. The students had several discussions, debates and also prepared presentations as part of the block week, and delivered the presentations on the last day.

Students needed to design and present their own marketing plan for a chosen product/service. Feedback from the students was positive, and they enjoyed the practical nature of the lectures as well as the South African examples shared by Prof Rootman. While attending, she also networked with guest lecturers from six other countries, and brainstormed about tertiary education challenges and opportunities.

In addition, Prof Rootman discussed the Nelson Mandela University-Hochschule Osnabruck student exchange programme. During the week, Prof Rootman also met with the Nelson Mandela University student that is currently attending courses there, as part of the two universities’ student exchange programme. The student, Nicholas Pillay (BCom Business Management and Economics), is enjoying his tuition and experiences in Germany.



ABOVE: Prof Rootman and her students

SoTLC Symposium

On the 2nd of November 2017, the Centre for Teaching, Learning and Media (CTML) hosted its inaugural Teaching and Learning In-House Symposium under the theme “Celebrating the Scholarship of Teaching and Learning”.

The symposium is a result of the hugely popular Scholarship of Teaching and Learning Certificate (SoTLC) offered by CTLM.

At this year’s symposium past recipients of the SoTLC were invited to present on their teaching and learning insights and understanding. Prof Amanda Singleton, Ms Bomikazi Zeka, and Mr Andrew Marriott, all from the Faculty of Business and Economic Sciences were among the speakers.

The symposium concluded with a certificate ceremony of the newly awarded recipients of the Scholarship of Teaching and Learning Certificate. Amongst the recipients, three were from the Faculty of Business and Economic Sciences. They were:

- Mr Abdul Jappie
- Ms Ophelia Veldkornet
- Mr Siyasanga Dingela



ABOVE: Mr Abdul Jappie, Ms Eunice Champion (SoTLC Coordinator), Ms Bomikazi Zeka, Mr Andrew Marriott

Long Service Awards

15 years

Ms Nasreen Adams

10 years

Dr Nadine Oosthuizen

Mrs Tania Shrosbree

5 years

Mr Xolile Antoni

Ms Jasmine Goliath

Mr Shandran Pillay

Ms Shelley Saunders

Dr Marlé van Eyk

