

ISSUE TWO // DECEMBER 2018

# NEWSLETTER

SCHOOL OF MANAGEMENT SCIENCES



NELSON MANDELA UNIVERSITY

Change the World | 100 Years of Mandela



## From the Director's Desk...

One realises that it is the end of the year when you see advertisements for Black Friday and Cyber Monday everywhere!

This year we said goodbye to certain colleagues and we also celebrated the successes of other colleagues. Mrs Chantell Vögts has joined the Department of Logistics in November 2018 and this will be the last newsletter that she will be responsible for. Mrs Vanessa Smith will take over this responsibility from her.

Enjoy this last issue of 2018 and relax during the holidays and come back full of energy.

*Madéle*

# Mrs Shelley Beck: Excellent Teacher of the Year

I have had eight years teaching and lecturing experience, with one and a half years at a private university (CTI education group) and the rest at Nelson Mandela University.

*My teaching and learning philosophy is to facilitate students' learning through creating a dynamic, blended learning and encouraging environment that enables learning and promotes excellence. It is vital for me that my students feel free to express themselves and are exposed to current trends in the business and/or marketing field in my classes. In so doing giving each student the tools they need to excel and reach their full potential.*



**Ms Shelley  
Saunders**

Faculty of Business and  
Economic Sciences

*Students should feel free to express themselves and be exposed to current trends in the business and marketing field in my classes. In this way, they can excel and reach their full potential.*

**NELSON MANDELA UNIVERSITY EXCELLENT TEACHER OF THE YEAR**

# Mrs Shelley Beck: Excellent Teacher of the Year (Cont.)

My teaching philosophy was born out of my own life experiences. Growing up I realised that I learnt differently to others; combining visual learning, audio learning and having to go through numerous examples to prepare myself for tests and examinations. Through this personal experience, I learnt the importance of using a number of techniques to facilitate learning as well as the realisation that every single person is unique and therefore will learn in their own unique way.

I have a passion for blended learning as it allows students the ability to continuously learn no matter where they are and at any time. Moodle, Nelson Mandela University's online learning platform, allows me to track my students' progress through a variety of activities such as quizzes and small tests. Moodle allows me to monitor my students' results and implement strategies to assist them with any work that they did not fully grasp in my face-to-face lectures. I have also been very interested in investigating how to improve my students' academic literacies. I have focused specifically on reading literacies as the modules I teach require a lot of reading and interpretation of case studies.

I also realised how many students struggled to obtain access to a device that allows them to access online activities when not on campus. I developed from this a principle of the R5 Moodle site which keeps all graphics and videos to a minimum with the focus being on ensuring the Moodle activities (Quiz's, slides, reading materials) are kept mainly to text to lower the cost of downloading to stay as low as possible. The hyperlinks, which enable students to view interesting articles on course-based topics, were at the students' choice and could be downloaded when they were in a Wi-Fi zone at one of the municipal libraries or a Nelson Mandela University partner study site. The R5 Moodle principle was born out of feedback I had received from my student's during the Fees must fall protests when my students did not have a lot of money to spend on downloading the necessary files they needed to complete their modules assessments. I therefore wanted to find a way for my students to access only the content they needed for as little as R5 airtime on their phones.

I try and be a model to my students through my work and actions and create a learning environment that enables my students to also excel in what they do, which I believe I create using my blended learning techniques. Through the use of additional material (hyperlinks) and making cutting edge knowledge available to my students in the form of hot topics as well as the questions I ask my students in class I try to develop their critical thinking. This will enable my students to have different viewpoints to examine a situation.

# Mrs Jasmine Kinsman: Emerging Excellent Teacher of the Year

Mrs Jasmine Kinsman from the Department of Business Management was named Faculty and Institutional Emerging Excellent Teacher of the Year.

*It is my hope that every student has had a positive learning experience as a result of the learning environment that I could provide. Both my parents have careers in education and my mother specifically, always said to me that as a teacher you should never aim to be a favourite or to be liked by your students—it is always more important to be respected for what you do.*



Ms Jasmine  
Goliath

Faculty of Business and  
Economic Sciences

*I view my role as a facilitator of knowledge and an enabler of active learning.*

NELSON MANDELA UNIVERSITY EMERGING EXCELLENT TEACHER

# Prof Elmarie Venter attends the Family Business Conference in Kenya

Prof Elmarie Venter, Director of the Family Business Unit, attended the Family Business Conference held at the Radisson Blu Hotel Nairobi, Kenya on Thursday, May 24th 2018. The theme for the Conference was ***Build a flourishing and resilient family business***.

The Family Business Conference 2018 brought together over 70 family business owners from the region to explore issues that affect family businesses. The industry sectors represented included: manufacturing, hospitality, education, health, security, retail, construction and real estate. Family businesses of all sizes are interested in strengthening their family business structures.

The conference sought to help business families manage succession and look into some of the issues that may arise when formulating succession plans.



**ABOVE:** Prof Venter with Joseph Okelo, Partner and Chairperson of the AFBE (Association of Family Business Enterprises) Kenya and Antoinette Wa-Tindi, Director - Partnership and Membership services, AFBE Kenya

# Prof Elmarie Venter attends the Family Business Conference in Kenya (Cont.)

The programme included presentations and panel sessions and a keynote address from a renowned family business expert Prof Elmarie Venter on Successful Transgenerational Entrepreneurial Practices. Prof Venter also shared her experience working with family businesses and also spoke on entrepreneurship within the family business.

The feedback received from participants was overwhelmingly positive with participants stating that the programme met their expectations for the event and that it was a valuable investment for the family.



# Miss Shelley Saunders lectures at Fachhochschule Osnabrück

Miss Shelley Saunders from the Department of Business Management presented a lecture at Fachhochschule Osnabrück entitled “Marketing communications: A dynamic global environment” between 14 May to 18 May 2018.

She had a class of 20 students ranging between 1<sup>st</sup> and 4<sup>th</sup> year levels. The students produced and presented a marketing plan based on a proudly German product overseas and the work that was produced was of an excellent quality.



**ABOVE:** Miss Saunders together with the students who attended her lecture



# The Financial Planning Society hosted a HOW TO MAKE YOUR MONEY WORK FOR YOU event

The Financial Planning Society at the Nelson Mandela University hosted a special event themed, “How to make your money work for you”. This event was aimed at giving insight to all the members, including those who may not be studying Financial Planning, on how they can best make use of their money. It also aimed at encouraging everyone on how to budget, which was very valuable to many of the members of the society. Two guest speakers headlined the event:

- Mr Viwe Mlonzi (Financial Advisor at Liberty)
- Mr Buntu Bam (Financial Planning Consultant at Alexander Forbes)

Mr Mlonzi shared his views on the importance of saving, and how beneficial it is to all students regardless of how much you start with. He also encouraged all attendees to draw up a budget each month, which will help in tracking their spending and focus less on variable costs. Mr Buntu Bam gave a brief background on Alexander Forbes and expanded on the various investment vehicles available to make your money work for you. They each shared their valuable knowledge on the benefits of investing. Special recognition was given to those who are currently running their own businesses and upskilling themselves in investments.

Huge congratulations to the Financial Planning Society Committee for successfully organising the event and special thanks to the guest speakers as well as to the Financial Planning lecturers, Mr Matchaba-Hove and Mrs Kinsman, for their unwavering support and guidance to the Society.

# The Financial Planning Society hosted a HOW TO MAKE YOUR MONEY WORK FOR YOU event (Cont.)



**ABOVE:** Guest Speaker Mr Viwe Mlonzi (right) with Financial Planning Society Secretary Ms Elizabeth Banda (left).



**ABOVE:** Guest Speaker Mr Buntu Bam of Alexander Forbes

# Financial Planning Society hosts lunch hour talk on Personal Income Tax and Savings

The Financial Planning Society recently hosted a lunch hour talk, aimed at educating members on the important areas of tax and savings. The theme of the talk was “Personal Income Tax and Tax-free savings”. The guest speaker of the event was Mr Daniel Baines who is currently working at Mazars Port Elizabeth as a Tax Consultant and is an author of “How to get a SARS refund”. He gave some valuable insights on tax deductions and how an individual can set up a tax-free savings account. It was an interactive session where members were able to ask questions relating to the topic. Mr Baines expanded on the tax considerations that business owners must keep in mind once they start earning a certain amount of profit per year.



**ABOVE:** Financial Planning Society members participating in the lunchtime talk

Well done to the Financial Planning Society Committee for successfully organising the event and a special thanks to the guest speakers.

# Advertising Showcase: Department of Marketing Management in collaboration with Debt Review Centre

Inspired by the popular saying 'Marketing is what Marketers do', the Department of Marketing Management strives to provide real life opportunities for their marketing students to put into practice the theory acquired in the classroom during the year. This year, Dr Felix Amoah collaborated with the Debt Review Centre (DRC) and hosted the 2<sup>nd</sup> Annual advertising showcase with the PE campus Diploma Marketing Management students for their Advertising and Sales Promotion Module, offered in their 3<sup>rd</sup> year of study.

The project started early in the year with a brief from the client as to what their expectations are. They further spent time with the students discussing industry guidelines and practices applicable in advertising and sales promotion. As the year progressed, the students applied the theory taught with the practical knowledge offered by the client, which culminated in a final project presented in the form of a showcase. The showcase provided a practical platform for the students to present their creativity in a radio ad, TV ad, social media ad, print media ad and various novel platforms to the client. A panel of four industry guests and one lecturer evaluated the presentations. The winning "agency" received a cash prize sponsored by the client of R5000, and the runner-up "agency" received a cash prize of R2500.

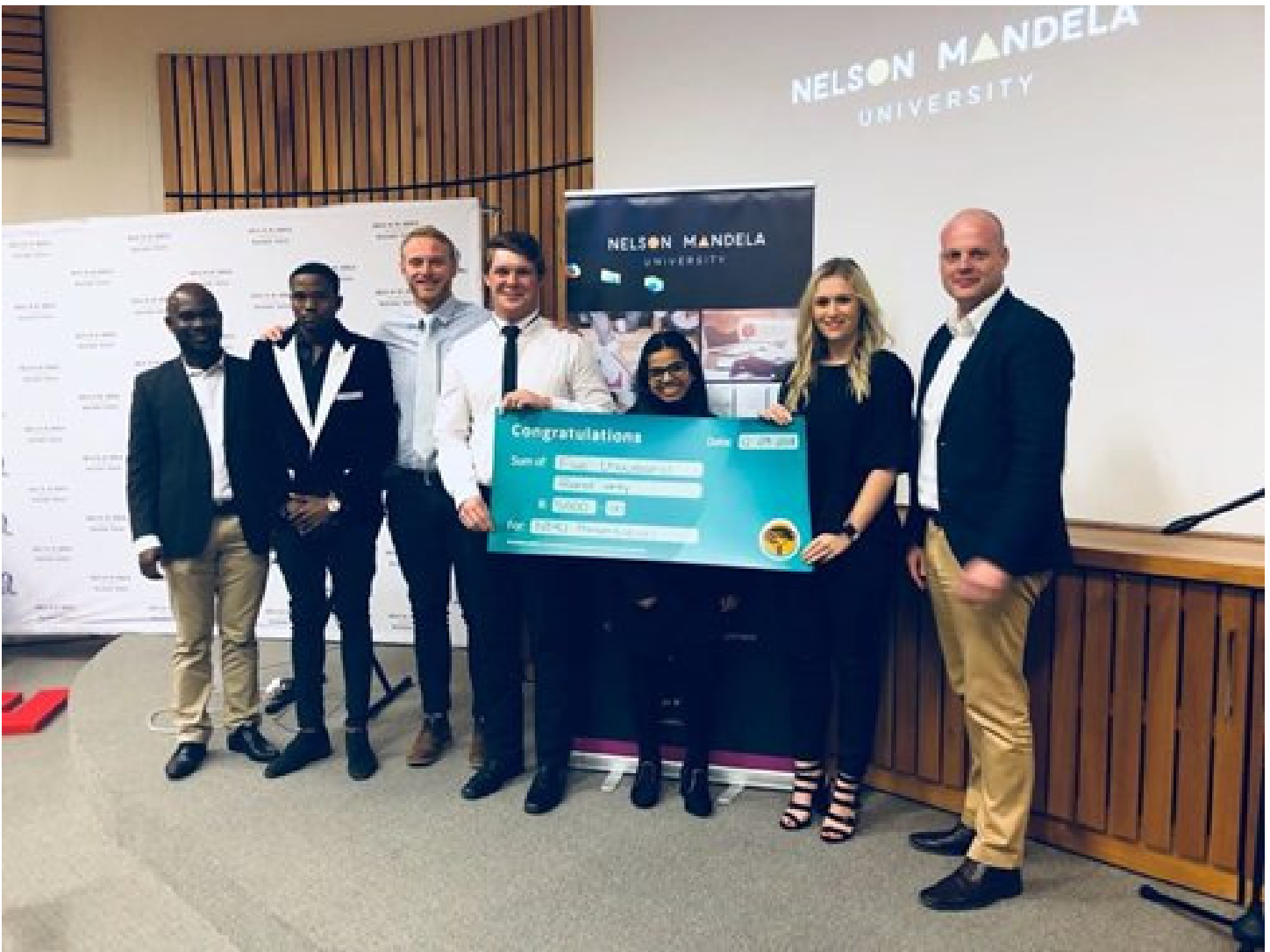
The director at Debt Review Centre (DRC), Mr Cornel Strydom who is also an alumni of our institution commented after the presentations:

*"I have never been more proud of our University than I was yesterday. The students absolutely blew us away with their awesome presentations and I wish I could give everyone a cheque. The new ideas they presented were absolutely mind blowing. Please convey our heartfelt appreciation to the students and congratulate them again, on our behalf, on exceeding our expectations by miles"*

A 3<sup>rd</sup> year marketing student also shared his experience:

*"I would like to thank you for the day. It was exceptionally fruitful. There were at the very least five worthy potential winners, which is a testament to your mentorship. Thanks for pushing all of us to achieving nothing but excellence".*

# Advertising Showcase: Department of Marketing Management in collaboration with Debt Review Centre (Cont.)



**From left:** Dr Felix Amoah, Lupwana Chuma Xolisile, Arno Lotter, Ruhan Dya-son, Fatima Sain, Jemma Cooper, Mr Cornel Strydom (DRC)

# Financial Planning Society hosts lunch hour talk on How to grow in the Financial Services Industry

The Financial Planning Society held their final lunch hour talk for the year themed “How to grow in the Financial Services Industry”. The guest speaker for the event was Nelson Mandela University Alumni Ms Anelisa Mti CFP®.

She is currently an advisory partner at Citadel Wealth Management. She shared about her journey being a BCom Financial Planning student to becoming a Certified Financial Planner and member of the Financial Planning Institute (FPI). She gave valuable insights on the steps to take in order to grow in the industry and encouraged all attendees to master the skill of saving and to be able to understand different investment vehicles, as this is vital when dealing with clients in the real world. Her current focus is on encouraging women to understand the need for a financial planner. She explained the strain that is presently on women when it comes to saving and she further shared steps to take as a financial planner to ensure you are well equipped with the accurate knowledge to advise your clients when it comes to compounding interest.

Special thanks to our guest speaker - Ms Anelisa Mti CFP® and to all the executives who made this lunch hour a success. The Financial Planning Society hosted their closing function on 17 October 2018. Follow us on Facebook to get updates and be sure to be a part of it.



**ABOVE:** Financial Planning Society members participating in the lunchtime talk

# Marketing Care Blanket Initiative

As part of the Marketing Cares initiative, the Marketing Department on Second Avenue Campus crocheted blankets for the State Pensioners that reside at Cuyler Home in Central. A total of 14 blankets were handmade and handed over to the Algoa Bay Council for the Aged representative on 4 June 2018. Some extra love and warmth for a chilly winter!

NELSON MANDELA  
UNIVERSITY



**MARKETING CARES**  
**"WINTER BLANKET DRIVE"**

 [MARKMAN.MANDELA.AC.ZA](http://MARKMAN.MANDELA.AC.ZA)

STAFF IN THE DEPARTMENT OF MARKETING MANAGEMENT CROCHETED 14 THICK WOOLLEN BLANKETS WHICH THEY THEN DONATED TO THE STATE PENSIONERS OF ALGOA BAY COUNCIL FOR THE AGED.

# Congratulations

Congratulations to the following staff members on their Ad Personam Promotions:

Professor Marlé van Eyk—Associate Professor

Dr Felix Amoah—Senior Lecturer

Dr Riyaadh Lillah—Senior Lecturer

Mr Shandran Pillay—Lecturer

Congratulations to the following staff members who will be graduating in December:

Shelley Beck—DCom: Business Management

Altouise Jonas—PhD: Marketing Management

Danie Ferreira—PhD: Business Management

Abdul Jappie—MCom: Logistics

WHAT YOU GET BY  
ACHIEVING YOUR GOALS  
IS NOT AS IMPORTANT  
AS WHAT YOU BECOME  
BY ACHIEVING YOUR  
GOALS.

- Henry David Thoreau

*ProGood.me*