

IBS GLOBAL INNOVATION CHALLENGE – EXPLORING BUSINESS IN SOUTH AFRICA 2 Week Programme/Syllabus – USB



Course overview

The Global Innovation Challenge is a project-based course in which international Masters' students work as external consultants on a business challenge of a given company or business that requires innovation and transformational solutions. The aim of the course is to offer Masters' students a pedagogical and professional experience and the opportunity to innovate within a specific industry. This course is a part of the IBS network and aims to enhance students' innovation and creativity skills, knowledge in transformation, change management and creating business solutions with global impact.

This specific course investigates business from a South African and developing market perspective to disseminate and develop knowledge. It includes academic sessions, cultural activities, visits and consulting with companies from diverse industries located in the Western Cape of S.A. Participants engage with leading S.A. businesses to experience an intensive business immersion to deliver a strategic management project solution.

Objectives and outcomes

On completion of this course students should be able to:

A. Knowledge and Understanding:

- Understand business transformation processes, change management and innovation
- Understand developing market business challenges and apply within a global context.

B. Subject-Specific Skills:

- Identify and articulate organizational challenges
- Apply effective data collection techniques
- Use analytical frameworks to organize data analysis
- Interpret analysis
- Develop implementable solutions
- Prepare project reports and client presentations
- School specific item...tbc (refer programme)

C. General Interpersonal Skills:

- Effective teamwork in a multicultural environment
- Interpret cultural differences
- Interact effectively within a multicultural and multi-disciplinary group



- Develop ethical and social understanding

Strategic management innovation project

This course is intended to solve an actual business challenge. Students work together on a given group consulting project, with a client, to solve the business challenge on hand. Emphasis is placed on participation, sharing experience with peers, different viewpoints and practical and/or managerial implications.

Various business challenges will be put forward, for example:

- Develop innovative solutions to improve environmental footprint of a company's product
- Business model development for a new market
- New product development

Course Content

The course consists of two weeks of theoretical sessions, company briefing, company site visits and team work on the company site.

The 1st week focuses on academic class sessions and company visits to understand the S.A. business context. The 2nd week's focus is on business immersion, interactive discussion and presentation of business solutions.

The course includes field work, namely working with a client business to: 1) define and identify the challenge/problem at hand; 2) Collection and prioritizing of relevant data related to the company and problem; 3) Analysis of data and evaluating alternative solutions; 4) Recommendations and presentation of the proposed solution to the business decision-makers.

The course will be 6 ECTS credits (120 hours), which will be made up of pre-work prior to arrival; a 2 week programme, and post-course assignment.

Assessment

The evaluation of this course is based on the group project content and context, as well as the final presentation. Assessment will be done as follows:

- Internal evaluation by the project coordinator at the host school, based on the context, structure and content of the recommendations.
- External evaluation by the company's representative/senior management, based on the functioning of the project team, applicability and content of the recommendations.
- Peer evaluation to ascertain individual participation.
- Post course assignment (individual) on the cultural context and reflection.

Admission requirements

Students are required to have completedtbc
(one semester (year?) of coursework at the Master level in one of the participating business schools.)

Outline of programme

The following two pages gives an outline of the two week programme.

Outline of program

IBS GLOBAL INNOVATION CHALLENGE – EXPLORING BUSINESS IN SOUTH AFRICA						
Week 1						
Saturday	Monday	Tuesday	Wednesday	Thursday	Friday	Sat & Sun
Arrival	Socio-economic, political and business landscape	Emerging informal markets & social entrepreneurship	Strategic business landscape	Sustainability & digital innovation	Future-oriented thinking	At leisure
<p>Arrive Cape Town International Airport Bus departs arrival & check-in at hotel</p> <p>Sunday</p> <p>SA cultural visit & tour</p> <p>07:30 Breakfast 08:30 Bus departs from hotel for Cape Point, Simon's Town & Boulders Beach 14:30 Bus departs for Cape of Good Hope 17:30 Bus departs from Cape of Good Hope for hotel</p> <p>Free evening</p>	<p>07:15 - Breakfast</p> <p>08:00 USB Welcome & Programme Overview</p> <p>08:30 Prof Piet Naudé: Director USB <i>A historical view of South Africa - Building a resilient democracy in a transitional society</i></p> <p>10:30 <i>Coffee/tea and refreshments</i></p> <p>10:45 Prof André Roux: Head: Futures Studies Programme USB; Prof. Economics USB <i>Building resilient states in a transforming world: Economics in emerging countries: RSA as a case study</i></p> <p>12:45 Group photo</p> <p>13:00 – 14:00 Lunch</p> <p>14:30 – 17:00 Company visit & presentation CAPE TOWN EY Global (Consulting)</p> <p>18:00 <i>Welcome dinner – SA Cooking class at Giggling Gourmet</i> 21:00 Depart for hotel</p>	<p>07:15 - Breakfast</p> <p>8:30 KHAYELITSHA Uyesu Unathi Lifestyle Centre Ms Edith Kennedy Managing Director Business Advice Clinic <i>Social entrepreneurship to develop 'township'/informal settlement economies.</i></p> <p>9:30 Visit micro-Entrepreneurs in Khayelitsha: - The Department of Coffee - Dalavega's Creations - 8 Gangster Museum - Pumla's Gatsbys</p> <p>11:30 Brain-storming & case study discussion with local entrepreneurs Issues for the entrepreneurs: Base of the pyramid challenges; Socio-economic environment</p> <p>12:30 – 13:30 Lunch</p> <p>13:30 Brain-storming & case study discussion (cont.)</p> <p>15:00 Presentation of business solutions</p> <p>16:00 Depart for hotel Free evening</p>	<p>07:15 - Breakfast</p> <p>8:30 USB Mr Cornelis van der Waal Chief Research Officer Wesgro <i>Tourism, Trade and Investment in Cape Town & the Western Cape</i></p> <p>10:30 <i>Coffee/tea and refreshments</i></p> <p>11:00 Prof Marelize Terblanche-Smit: Prof. Marketing USB <i>Marketing & segmentation in SA</i></p> <p>13:00 – 14:00 Lunch</p> <p>14:30 – 16:30 Company visit & presentation CAPE TOWN Old Mutual (Financial & Investment) Responsible business and socio-economic contribution</p> <p>18:00 Dinner with USB alumni and business associates USB Restaurant</p>	<p>07:15 - Breakfast</p> <p>8:30 USB Dr Jako Volschenk USB <i>Green Business Models</i></p> <p>10:30 <i>Coffee/tea and refreshments</i></p> <p>11:00 Dr Martin Butler Head: MBA Programme USB <i>Digital Innovation in Africa</i></p> <p>13:00 – 14:00 Lunch</p> <p>14:30 – 16:30 Company visit & presentation STELLENBOSCH Launch Lab (Entrepreneurship & start-ups) Stellenbosch University & business model perspectives</p> <p>16:30 Depart for hotel Free evening</p>	<p>07:15 - Breakfast</p> <p>8:30 USB Dr Njeri Mwangi Senior Futurist: Africa Institute for Futures Research USB <i>African Futures: Decision Making in Uncertainty and Complexity</i></p> <p>10:30 <i>Coffee/tea and refreshments</i></p> <p>11:30 – 13:00 Company visit & presentation STELLENBOSCH Villiera Wine Estate (Wine industry)</p> <p>13:00 – 14:00 Light Lunch and wine tasting</p> <p>14:30-16:30 Company visit & presentation FRANSCHOEK Grande Provence Wine Estate (Wine Industry)</p> <p>16:30 Depart for hotel</p> <p>18:00 <i>Dinner at hotel</i></p>	<p>Suggestions:</p> <p>Hop on-Hop off Bus Cape Town</p> <p>Robben Island (weather permitting)</p> <p>-Table Mountain</p> <p>-Wine tasting</p> <p>-Game drive</p> <p>-Whale watching (Hermanus)</p> <p>-Shark cage diving</p> <p>www.tourassist.co.za</p> <p>www.hotshots2co.za</p>

IBS GLOBAL INNOVATION CHALLENGE – EXPLORING BUSINESS IN SOUTH AFRICA					
Week 2					
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Leadership & Finance	Leadership & practice	Industry visits & briefing	Field Consulting	Final presentations	Departure
<p>07:15 - Breakfast</p> <p>08:00 USB Group reflection – Academic coordinator</p> <p>8:30 Prof Mias de Klerk, Prof Leadership USB <i>Multiculturalism and Leadership</i></p> <p>10:30 Coffee/tea and refreshments</p> <p>11:00 Prof Niel Krige, Prof Finance USB <i>Finance & Investment decisions</i></p> <p>13:00 – 14:00 Lunch</p> <p>14:30 – 17:00 Company visit & presentation CAPE TOWN Woolworths (Retail)</p> <p>18:00 South African Braai - USB restaurant</p> <p>21:00 Return to hotel</p>	<p>07:15 - Breakfast</p> <p>08:30 USB Prof Arnold Smit Head: Social Impact USB <i>Values-based Leadership in Personal and Organizational practice</i></p> <p>10:30 Coffee/tea and refreshments</p> <p>11:30-13:00 Company visit & presentation CAPE TOWN Media 24 (SA media industry)</p> <p>13:00 – 14:00 Light Lunch (Nasdaq Media 24)</p> <p>14:30 V&A Waterfront and Camps Bay</p> <p>Afternoon & evening free</p> <p>22:00 Return to hotel</p>	<p>07:15 - Breakfast</p> <p>08:30 Company visit & presentation Option1: Pioneer Foods (FMCG Food industry)</p> <p>Option 2: Capespan (Fresh produce export industry)</p> <p>Business Executive - company presentation – corporate vision, mission, values, market overview, products and current challenges.</p> <p>10:30 Coffee/tea and refreshments</p> <p>11:00 Company visit & briefing Business Executive – briefing consulting project - business challenge on hand</p> <p>12:00 Q & A session</p> <p>13:00 – 14:00 Lunch</p> <p>14:00-17:30 Group discussion and work on consulting project at client</p> <p>18:00 Dinner USB Restaurant</p> <p>21:00 Return to hotel</p>	<p>07:15 - Breakfast</p> <p>08:30 USB Group work on consulting project</p> <p>10:30 Coffee/tea and refreshments</p> <p>11:00 USB Group work on consulting project</p> <p>13:00 – 14:00 Lunch</p> <p>14:00-17:00 Group work on consulting project & presentation preparation</p> <p>18:00 Dinner USB Lodge</p> <p>21:00 Return to hotel</p>	<p>07:15 - Breakfast</p> <p>08:00 USB Group work on consulting project & presentation set-up</p> <p>9:30 Coffee/tea and refreshments</p> <p>10:00 Student Presentation Consulting project solution to client company Option 1 company <i>All students & company representatives attend</i></p> <p>11:30 Student Presentation Consulting project solution to client company Option 2 company <i>All students & company representatives attend</i></p> <p>13:00 Depart for Farewell lunch at Meerendal Wine Farm</p> <p>16:00 Return to hotel Free evening</p>	<p>7:15 Breakfast</p> <p>8:00 Group check-out</p> <p>8:30 Depart for airport</p>