

NELSON MANDELA

UNIVERSITY

FACULTY OF BUSINESS AND ECONOMIC SCIENCE

ENGAGEMENT- A SOCIAL ENTREPRENEURSHIP CASE STUDY

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PERSONAL PHILOSOPHY

**GIVE A MAN A FISH AND HE'LL EAT FOR A DAY BUT TEACH A
MAN TO FISH AND HE'LL EAT FOR YEARS (*CHINESE PROVERB*)**

**AND THROUGH EDUCATION YOU CAN BREAK THE SHACKLES
OF POVERTY (*PAUL TAI-HING*)**

WHERE THE STORY BEGAN

- 2012 – realized teaching and learning application in management 1 not achieving objectives.
- Generic module (1200 students)
- Reflection posed following questions
 - ☐ What purpose did research assignments serve?
 - ☐ Are students learning anything? Case of copy and paste?
 - ☐ How did research assignments impact upon students?
 - ☐ How did assignments impact upon environment university operated in?
 - ☐ Could the assignment be used to practice values of the university?
 - ☐ Was this the purpose of learning?
 - ☐ Did the present way of doing things make the student more marketable in the workplace?

THE CASE STUDY

- **THE PROJECT WOULD BE POSITIONED IN THE CATEGORY OF SERVICE AND OUTREACH.**
- **IN ORDER TO ATTEMPT TO PROVIDE ANSWERS TO THE QUESTIONS, THE MODULE CONTENT WAS EXAMINED – ENTREPRENEURSHIP AND NEW VENTURE MANAGEMENT.**
- **REALIZED ASSIGNMENT NEEDED TO BE PRACTICAL IN NATURE.**
- **THUS IDEA WOULD BE TO CREATE A NEW BUSINESS AND THROUGH THIS BUSINESS, THE STUDENT WOULD NEED TO PRACTICE THE SKILLS TAUGHT IN THE CLASSROOM EACH WEEK.**
- **ALSO – MONEY RAISED FROM THE BUSINESS COULD BE USED FOR ASSISTING THE COMMUNITIES FROM WHICH THE STUDENTS ORIGINATE.**

THE CASE STUDY (Integration into T&L)

- OBJECTIVES NEEDED TO BE ACHIEVED IN THE PROJECT –
- PRACTICE THE THEORY TAUGHT IN THE CLASSROOM – GAIN PRACTICAL EXPERIENCE OF RUNNING AN ACTUAL BUSINESS
- CREATE A PROFIT THROUGH THE BUSINESS AND TO ASSIST STUDENTS TO REALIZE THAT AS FUTURE LEADERS IN BUSINESS, THEY HELD IN THEIR HANDS THE POWER TO EFFECT POSITIVE CHANGE WITHIN THE COMMUNITIES THEY OPERATE.
- THE VALUES OF THE UNIVERSITY WOULD BE PRACTISED THROUGH THE COMPLETION OF THE PROJECT.

THE CASE STUDY (Integration into T&L)

CRITICAL CROSS FIELD OUTCOMES

- IMPROVING COMMUNICATION AND NEGOTIATION SKILLS
- EXPERIENCING WORKING TOGETHER IN TEAMS
- PRACTICE CONFLICT RESOLUTION SKILLS
- PRACTICE THE SKILLS OF ETHICS
- IMPROVE DECISION MAKING SKILLS
- PROJECT MANAGEMENT SKILLS WERE PRACTISED
- LEADERSHIP SKILLS WERE PRACTISED
- PROFESSIONALISM THROUGH PROJECT MANAGEMENT WAS PRACTISED

THE CASE STUDY

- **STUDENTS WOULD FORM PARTNERSHIPS CONSISTING OF A MAXIMUM OF FIVE PARTNERS.**
- **THE OBJECTIVE = TO MARKET A PRODUCT AND MAKE A PROFIT**
- **EACH PARTNERSHIP WOULD OPERATE AS A SIMULATED BUSINESS**
- **EACH BUSINESS THEREFORE –**
 - ☐ **NEEDED TO REGISTER A BUSINESS NAME WITH THE LECTURER.**
 - ☐ **A PARTNERSHIP AGREEMENT NEEDED TO BE DEVELOPED. COPIES OF THE AGREEMENT TO BE LODGED WITH THE LECTURER.**
 - ☐ **WHEN ORDERS WERE PLACED FOR STOCK, STOCK SHEETS HAD TO BE FILLED IN AND FILED BY BOTH THE BUSINESS AND SUPPLIER.**
 - ☐ **ACCURATE RECORD KEEPING NEEDED TO BE MAINTAINED.**

THE CASE STUDY

THEORY TAUGHT IN THE CLASSROOM INCLUDED THE FOLLOWING TOPICS –

- ☐ **HOW TO MAKE DECISIONS REGARDING FORM OF BUSINESS**
- ☐ **IDENTIFICATION OF IDEAS FOR A BUSINESS**
- ☐ **MARKETING STRATEGIES FOR A SUCCESSFUL BUSINESS**
- ☐ **HUMAN RESOURCE MANAGEMENT OF SMALL BUSINESS**
- ☐ **OPERATIONS MANAGEMENT OF SMALL BUSINESS**
- ☐ **FINANCIAL MANAGEMENT OF SMALL BUSINESS**
- ☐ **FRANCHISING**
- ☐ **THE WRITING OF THE BUSINESS PLAN**
- ☐ **RUNNING AN ETHICAL AND SOCIALLY RESPONSIBLE BUSINESS.**

COMPLETED PROJECTS

- BUILT BLOCK OF 20 TOILETS FOR BEN SINUKA PRIMARY SCHOOL
- BUILT A LIBRARY FOR BEN SINUKA PRIMARY SCHOOL
- SUPPLY BOOKS FOR THE LIBRARY VIA A DONOR IN AUSTRALIA
- RENOVATED 4 CLASSROOMS AT LWANDLEKHAZI HIGH SCHOOL
- RENOVATED TWO CLASSROOMS AT BEN SINUKA PRIMARY SCHOOL
- REPLACED ALL BROKEN WINDOWS AT KWAFORD PRIMARY SCHOOL
- RENOVATED TOILETS AT KWAFORD PRIMARY SCHOOL
- PROVIDED COMPUTER CABLING FOR COMPUTER LABS AT KWEZI LOMSO HIGH SCHOOL
- BUILT SCHOOL KITCHENS FOR KWEZI LOMSO HIGH SCHOOL SO THAT FOOD COULD BE PREPARED FOR THE POOR LEARNERS
- RENOVATED THE LAPHUMALANGA ORPHANAGE IN ZWIDE

COMPLETED PROJECTS

- **PROVIDE STATIONERY FOR MISSIONVALE PRIMARY SCHOOL FOR PAST THREE YEARS**
- **PROVIDE TOYS AND CLOTHES TO MISSIONVALE CARE CENTRE FOR PAST THREE YEARS**
- **TOTAL DONATION OF R60 000 TO NMMU ALUMNI ASSOCIATION FOR MARGINALIZED, FINANCIALLY DISADVANTAGED STUDENTS**
- **TOTAL DONATION OF R50 000 TO MASINYUSANE DEVELOPMENT ORGANIZATION TO DEVELOP POOR SCHOOLS AND LEARNERS.**
- **BUILT TWO CLASSROOMS FOR LOVE STORY (an NGO) TO TRAIN UNEMPLOYED YOUTH TO BECOME COFFEE BARRISTERS AS WELL AS BAKERS, GRILLERS AND CHEFS.**
- **TOTAL DONATION OF R25 000 FOR THE LAPHUMALANGA ORPHANAGE IN ZWIDE.**

2018 PROJECTS

- **RAISED R69 000 CONTRIBUTED TO NMU ALUMNI ASSOCIATION FOR DISENFRANCHISED STUDENTS.**
- **JULY – TRAVELLED TO MUENSTER IN GERMANY WITH TWO STUDENTS**
- **SUNSHINE PROJECT**
- **RED BAND ACADEMY**
- **MAS**
- **BABALWA LIFT CLUB**





RESEARCH OUTPUTS

- **WAS PHD TOPIC IN 2017.**
- **PRESENTED A RESEARCH PAPER AT THE INTERNATIONAL BUSINESS CONFERENCE IN TANZANIA IN 2017.**
- **AWARDED THE EUROPEAN UNION FIRST PRIZE FOR INTERNATIONAL CONTRIBUTION TO SOCIAL ENTREPRENEURSHIP.**
- **CURRENTLY BUSY WITH TWO JOURNAL ARTICLES.**
- **CONTRIBUTING TO BODY OF KNOWLEDGE AND PRACTICE TWO YEARS IN COLLABORATION WITH MUENSTER UNIVERSITY.**

CHALLENGES AND BENEFITS

- **AVAILABILITY OF TIME**
- **STUDENTS NOT TAKING THE LEARNING EXPERIENCE SERIOUSLY**
- **BUREAUCRATIC UNIVERSITY SYSTEM**
- **CHECKING ON STAKEHOLDERS ON PROJECT MOMENTUM**
- **LONELY SPACE**
- **EMPOWERING STUDENTS**
- **STUDENTS PROGRESS TO OPENING OWN BUSINESSES**
- **STUDENTS CREATING CHANGE**

CONCLUSION

**EDUCATION IS THE MOST POWERFUL WEAPON WHICH YOU CAN USE TO
CHANGE THE WORLD (NELSON MANDELA)**

**I HAVE NO DOUBT THAT I AM NOT ABLE TO CHANGE THE WORLD.
HOWEVER, THROUGH MY STUDENTS, I KNOW I AM ABLE TO MAKE THE
WORLD A MORE TOLERABLE PLACE WITHIN WHICH TO RESIDE.
(PAUL TAI-HING)**

THANK YOU