

**Potchefstroom Business School**

**Prof CA Bisschoff**

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30 January 2012

MBA students

## **SUMMER STUDY SCHOOL**

An enthusiastic welcome to the summer study school! We have prepared an exciting programme for the week ahead, and hope that you will find it most rewarding and complementary in your quest for progressive management and leadership enrichment.

Please take note that the **summer school** is held in **Potchefstroom** at the **NWU Campus**. Once again, we have prepared a stimulating programme for the week ahead, and hope that you will find it most rewarding and complementary in pursuit of management excellence. **Please take note that attendance of the study school in totality is compulsory, and attendance lists must be completed.** The study school consists of four academic building blocks. These blocks are:

- Academic lectures;
- Guest lecturers;
- A certificate course in Labour Relations; and
- Research and meetings with study leaders by appointment – final-year students.

This study school employs a number of speakers to provide you with the best opportunity to make the most of your studies. Please take note of the topics to be lectured and discussed within these sessions:

- *Introduction to labour relations* – Dr Christoff Botha (PBS);
- *Emotional Intelligence* – Ms Retha Scholtz (Industrial psychologist at the PBS);
- *Business ethics and integrity (formulated as a practical business challenge)* and *General management planning skills* – Prof Deon de Klerk (Ex-dean of the Faculty of Economic and Management Sciences, NWU);
- *Requirements for successful change – lessons from practice* – Dr Chris Lombard;
- *Finding your way in planning and executing your treatise* – Prof Elmarie Venter (Department of Business Management, NMMU);
- *Company Project: Writing the case study* – Dr HB Klopper (Monash University);
- Strategic Management case study analysis – Prof Jan Kotzé;
- *NWU Library skills and research* – Mrs Christine Bronkhorst (Ferdinand Postma Library, NWU); and
- *Personal Wealth Management* – Prof Ines Nel (PBS).

The session on *Personal Wealth Management* is an open session, and you are encouraged to bring your spouse/partner along to attend the session with you.

The **first-year students** are also invited to **test their reading skills professionally** at the reading laboratory (note that a fee of R150 is payable for this professional service). Please make use of this opportunity – reading skills play a vital role in the success of your studies. You now have an opportunity to get a real advantage in your studies, do not pass it by!

The socialising and networking opportunity of the study school is always well liked, and therefore we have a variety of meat roasts on-the-spit and a cash bar for the **social gathering on Tuesday night**. The venue, Crista-galli, is situated on the Carletonville road, just over the bridge to the left. I trust that it will be as delightful as the previous social functions. Please make sure that you complete the attendance list for the function so that we can finalise the arrangements.

The **welcoming session** and **opening address** commence at 08h00 sharp and will be a **combined session** for all students in the **JC Chris Coetzee building, lecture hall G01**. For class-specific sessions, please consult the timetable.

Lunches, tea and coffee are served at the *Gallery* adjacent to the *Ferdinand Postma Library*. Take note that I have made special arrangements for the early birds among you. Tea and coffee are also served before the classes commence in the mornings. You will notice that Wednesday serves a light lunch. This is because the social function has a full menu that evening.

First-year students also have the opportunity to enter into the NQF 5 level accredited certificate: "*Introduction to Labour Relations*" during the study school. Please consult the timetable for scheduled sessions.

Finally, use the time to enjoy the wonderful world of management, bond with fellow students, and extend your networking relations. Should you have any requests or problems during the study school week, do not hesitate to contact me for assistance (084 548 2256).

Sincerely yours

A handwritten signature in black ink, appearing to read 'C. Bisschoff', with a long horizontal stroke extending to the right.

**PROF CHRISTO BISSCHOFF**

**PROGRAMME MANAGER: MBA STUDY SCHOOLS**

# GET TO KNOW THE GUEST SPEAKERS

## **Mr Kevin Horsley** *(Grandmaster of Memory)*



Kevin Horsley was not born with a phenomenal memory and learning ability. He was labelled and struggled his way through school, battling to read and to even retain information for short periods of time. It was only after he had left school that he consciously decided to dedicate his time and energy into mental training and self-improvement. It is this decision that awakened a passion within him.

Over the past 18 years, he has been searching for excellence in many fields, analysing the mind and memory and its capacity for brilliance. He is one of only a few people in the world to have been awarded the title International Grandmaster of Memory. The Brain Trust awarded the title, which was presented and jointly sanctioned by HSH Prince Philip of Liechtenstein, on 26 October 1995.

Kevin is a World Record Holder for the matrix memorisation of 10 000 digits of Pi. The matrix record is known as 'The Everest of memory tests'.

Kevin is a full-time speaker, trainer and coach. An author of *A Gift from Memory World* and co-author of *Mind your Happiness*.

He currently fills his time with keynote presentations and corporate training.

## **Ms Retha Scholtz**

*MA (Industrial Psychology) & Registered psychologist*



Retha was born in Johannesburg and matriculated at Florida Park High School on the West Rand. After initial B-degree studies, Retha continued her education and studied at the Potchefstroom Campus of the North-West University towards a master's degree in Industrial Psychology, which she completed in 2002. Her internship as Industrial Psychologist was completed in 2003. She wrote the board exam and was accredited with the *Health Professions Council of South Africa* as Industrial Psychologist in 2004.

She has since been in practice and guest lecturing as an Industrial Psychologist at the Potchefstroom Business School of the North-West University. She also lectures in the corporate world outside of the University. She has been specialising in the field of Emotional Intelligence and is the author of two short courses accredited with the Council of Higher Education.

She is involved in the selection of MBA candidates and uses the SHL ability assessment as screening tool in the selection process. Retha's research on competency profiling as screening tool for MBA applicants has been accepted as a paper, which was presented at the International Business Conference in Mauritius in 2007.

She is an active sports lover and squash and running are an integral part of her life – in fact, Retha was selected as a Springbok squash player in 2007. Retha has two sons and a few cats.

## **Prof Deon de Klerk**

*MCom (cum laude) & DCom (both at the PU for CHE)*



Deon matriculated in 1965 and did his military training in 1966 at the Air Force Gymnasium. He started his academic career in 1967 at the then Potchefstroom University for Christian Higher Education (PU for CHE), earning a BSc (Econ) degree that was conferred in 1969 (with distinctions in Economics, Business Economics and Mathematical Economics). He continued his studies by obtaining an Honours BCom degree (cum laude in 1971) followed by the MCom (cum laude in 1974) and DCom in 1979 with a dissertation on the insurance industry.

In 1971, he joined the PU for CHE as junior lecturer. He was promoted in 1982 to full professor, and was appointed as the Director of the School of Business Management in 1995. In 1997, he was elected as Deputy Dean of the Faculty of Economic and Management Sciences, and then as Dean from 2000. Deon has substantial lecturing experience in the fields of Financial Management, Strategic Management and Business Ethics. He published a textbook in Business Ethics while he was also either author or co-author of chapters of 22 academic textbooks.

Regarding research, Deon has published several articles in accredited academic journals, read 11 papers at international conferences and contributed and partook in numerous local conferences. In July 2006, Deon joined the *African Institute for Mentoring* as Director.

## **Dr Christoff Botha (CHRP)**

*MCom, PhD (PU for CHE) & ADLL (RAU)*



Christoff was awarded his PhD degree in Industrial Sociology from the Potchefstroom University for Christian Higher Education. After his doctorate in Labour Relations, he completed an advanced diploma in Labour Law with the Rand Afrikaans University. He taught Labour Relations at the Potchefstroom University for Christian Higher Education since 1989 and went into full-time practice in 2001. He remained a part-time lecturer in Labour Relations and favours the lively arena of negotiations in the field of Labour Relations. He is a Chartered Human Resource Practitioner and registered with the South African Board of Personnel Practitioners. As a practitioner, he excels in the management of the relationship found in Labour Relations.

Although active sports participation in the form of triathlons interested him for a long time and he participated in a number of major events, he pursues these sports at a very leisurely pace nowadays. This consists of family cycling and walking trails in nature, much at the same pace some students are pursuing their studies. His favourite pastime nowadays is clay pigeon shooting and model scale aviation. He is still very much awaiting the great crash with his aeroplane some of his colloquies already experienced.

He is (still) married to his first love Doret and together they have two children Nestene and Ockert-Johan as (not so silent) proof of this lifelong and happy bond.

## **Prof Elmarie Venter**

*MCom (cum laude) (University of Stellenbosch);*

*MBA (Ghent-Leuven-Vlerick School of Management in Belgium) (cum laude) & DCom*



Prof Elmarie has been a lecturer in the Department of Business Management at UPE/NMMU since 1998 and held the same position at the University of Stellenbosch for the preceding seven years. Her highest qualifications include a DCom degree obtained from UPE in 2003, a research master's degree in Commerce (MCom – cum laude) at the University of Stellenbosch and an MBA degree at the Ghent-Leuven-Vlerick School of Management in Belgium (cum laude). Further qualifications include a BCom Hons degree, HDE diploma, and a BCom degree.

Prof Venter's field of expertise and research is that of managing family businesses in general and in particular succession from one generation to the next. Prof Venter is also lecturing and researching Entrepreneurship, Small Business Management and Marketing Communication Management. She has already published numerous national and international articles in accredited journals on especially small business and family business management-related issues. Prof Venter has also attended more than 40 national and international academic conferences, is the author or co-author of three books and is the author of numerous chapters in books.

To date, Prof Venter is the author of more than 70 articles published in non-academic journals, magazines and newspapers, such as Landbouweekblad, Farmers Weekly, Daily Mail, Sunday Times and Die Burger on topics ranging from small business management, succession in family businesses and the role of women in family businesses.

Prof Venter has also been invited six times over the years to lecture Entrepreneurship and Marketing Communication Management in Germany and the Netherlands. She is currently Associate Editor of the South African Journal of Economic and Management Sciences and a reviewer for five other national and international academic journals. She was elected as the Chairman of the Board of the South African Institute for Management Scientists in March 2010, is a member of the Family Firm Institute based in Boston, USA, a representative on the Faculty RTI Committee of the NMMU, to name but a few. Prof Venter was the co-author twice of academic papers that won the Best Paper Award during academic conferences. She was also the recipient of the Renaissance Postgraduate Scholarship to promote equity, diversity and excellence in the ranks of academic staff from 2000-2002. She also won the prestigious Best Dissertation Award from the Family Firm Institute (Boston, USA) in 2003 based on her dissertation titled "Succession in small and medium-sized family businesses in South Africa". She was the Emerging Researcher of the year of the Faculty of Economic and Business Sciences in 2007 and the Faculty's Researcher of the Year in 2010 and received her NRF rating in 2007 as well. She received the Excellence in Teaching Award in 2003 from the old UPE.

Elmarie is married to Johan and has two beautiful children, Juane (11) and Eric (8). Elmarie loves to participate in sports and has participated in triathlons the past three years. She completed her first Half Ironman in East London in January 2010 and Full Ironman in April 2010.

## Dr Chris Lombard

*BSc degree (University of Stellenbosch); Honours-degree in Human Resource Development (cum laude), M-Degree (RAU) & PhD (Leadership in Performance and Change) (RAU)*



Chris was born and grew up in the Boland and Western Cape. He matriculated in 1981 at Paarl Gymnasium High School. He completed a BSc degree in 1990 at the University of Stellenbosch, an honours degree in Human Resource Development in 1996 (*cum laude* and Top Student), a master's degree (Leadership in Performance and Change – Top Student in three modules) in 2002 at RAU. In 2004, he completed a PhD (Leadership in Performance and Change) at RAU. His research focussed on the design and development of a model to enable leaders and managers to deal with resistance to change. Chris implemented this model successfully with a variety of industries locally and internationally.

Chris formed part of the task team to facilitate the integration of forces in 1994 and 1995. This task team was awarded the international Frans Edelman Award for complex and significant change. In 1996, Chris started his own consulting firm. Change Capacity, a level 3 BBEEE company, services a broad spectrum of clients in an array of industries in both the public and private sector internationally. Chris has received both the NCP and ABSA awards for achievement in facilitation. Some highlights in his consulting career include the following:

- Implementation of Resistance to Change model in Amsterdam with delegates from six (6) First-World countries.
- Facilitating the biggest IT merger and acquisition in South African history.
- Two change projects in the financial sector serving as case studies for successful change.

- Being responsible for managers to lead and implement IT-related change on organisational level within project specifications and resource allocations (some including sites in Africa).
- Facilitating successful change during complex mergers and acquisitions.
- The facilitation of turnaround strategies resulting in achievement of organisational goals.
- Improving the accident and incident record of the two worst-performing regions in Eskom to first and third in one year.
- Improving the coping efficiency of a market-leading healthcare sales team to such an extent that targets were exceeded by 37%.

Chris believes in work-life balance and doing your best in everything you tackle. He achieved provincial honours in rugby and shore angling.

## **Dr HB Klopper**

*DCom Marketing Management (University of Johannesburg)*



As senior lecturer, researcher and consultant, HB specialises in Brand Management, Electronic Marketing and Marketing Strategy. He is recognised locally and abroad amongst his peers, and is a regular presenter at conferences and seminars. He successfully supervised 1 doctoral thesis, 5 master dissertations, 23 masters mini-dissertations and 14 honours projects. He is currently supervising 3 doctorate theses and 1 master dissertation. From his pen numerous research articles, textbook chapters and case studies saw the light. HB is also the editor/co-editor of three textbooks, Academic Editor of the African Journal of Marketing Management, the Assistant Editor of Acta Comercii and a regular reviewer for top journals, such as Journal of Brand Management, European Business Review, Management Dynamics and various other accredited journals. He is an active member of a number of professional associations.

For a complete profile, visit: [http://www.monash.ac.za/staff\\_details/business/hbklopper/](http://www.monash.ac.za/staff_details/business/hbklopper/)

## VENUES: MBA STUDY SCHOOL

DAY	1 <sup>ST</sup> YEARS	2 <sup>ND</sup> YEARS	3 <sup>RD</sup> YEARS
<b>MONDAY 30<sup>th</sup></b> <b>Opening session</b>	Dawie Du Plessis JC Chris Coetzee building (08:00-10:15)	Dawie Du Plessis JC Chris Coetzee building (08:00-10:15)	Dawie Du Plessis JC Chris Coetzee building (08:00-10:15)
	G34	G35	G28
<b>TUESDAY 31<sup>st</sup></b>	G34 (08:00-16:15)	G35 (14:00-16:15)	G28 (08:00-16:15)
<b>WEDNESDAY 1<sup>st</sup></b>	G34 (08:00-16:15)	G35 (14:00-16:15)	G28 (08:00-16:15)
<b>THURSDAY 2<sup>nd</sup></b>	G34 (08:00-16:15)	G35 (14:00-16:15)	G28 (08:00-16:15)
<b>FRIDAY 3<sup>rd</sup></b>	G34 (08:00-16:15)	G35 (14:00-16:15)	G28 (08:00-16:15)

**Opening session: G01**  
**(Dawie Du Plessis lecture hall)**  
**JC Chris Coetzee Building**

### **Lunches and Refreshments:**

**07:30: Early morning coffee / tea**

**10:15-10:45: Coffee / tea break**

**From 12:30-14:15: Lunch**

### **Social function Tuesday night:**

**18:00 for 18:30 at Crista-galli**

## STUDY SCHOOL NO. 1: MBA I: 30 January to 3 February 2012

	Monday: 30 Jan	Tuesday: 31 Jan	Wednesday: 1 Feb	Thursday: 2 Feb	Friday: 3 Feb
08:00	<b>Opening and welcome</b> <u>Director PBS:</u> Prof TE du Plessis  <u>Dean: Economic &amp; Management Sciences</u> Prof Elsabé Loots	Organisational Behaviour (1)  <b>Emotional Intelligence</b>  Mrs E M Scholtz	<i>NWU Library skills and research</i>  Ms Christine Bronkhorst	Introduction to labour relations  <i>(Certificate qualification)</i>  Dr C Botha	<b>08:00 – 9:30</b>  <b>Organisational Behaviour</b> (Contact 1)  Ms M Heyns
08:30					
10:00					
10:00	<b>Tea</b>	<b>Tea</b>	<b>Tea</b>	<b>Tea</b>	<b>Brunch at 9:30-10:15</b>
10:30	<b>Registration &amp; collection of study material</b>	Business Law and ethics (1)  Mr P Greyling (a)	General Management <b>Planning skills</b>  Prof Deon de Klerk	<b>Research (2)</b>  <i>The aims of research</i> <i>The research topic, project title and research problem</i>  Mnr J Coetzee	<b>10:15-11:45</b>  <b>Business Law and ethics</b> (Contact 1)  Mr P Greyling
12:30	<b>Lunch at 12:30</b>	<b>Lunch at 12:30</b>	<b>Lunch at 12:30</b>	<b>Lunch at 12:30</b>	
13:30	Introduction to labour relations  <i>(Certificate qualification)</i>  Dr C Botha	Business Law and ethics (2)  Mr P Greyling	Financial Reporting (2)  Mr B Stoop	General management <b>Organising skills</b>  <i>MBA Research Project</i>  Dr Henry Lotz	<b>11:45 – 13:15</b>  (a) <b>Financial Reporting</b> (Contact 1)  Mr B Stoop
15:00	Financial Reporting (1)  Mr B Stoop	<b>Read laboratory</b> (Lecture hall: K41 JCC) <i>Assessment of reading ability</i>  <b>Fee payable: R150</b> Mrs Martie Beukes	<b>Research (1)</b> <i>The aims of research</i> <i>The research topic, project title and research problem</i>  Prof T Du Plessis	Financial Reporting (3)  Mr B Stoop	<b>Study school evaluation</b>
16:30					

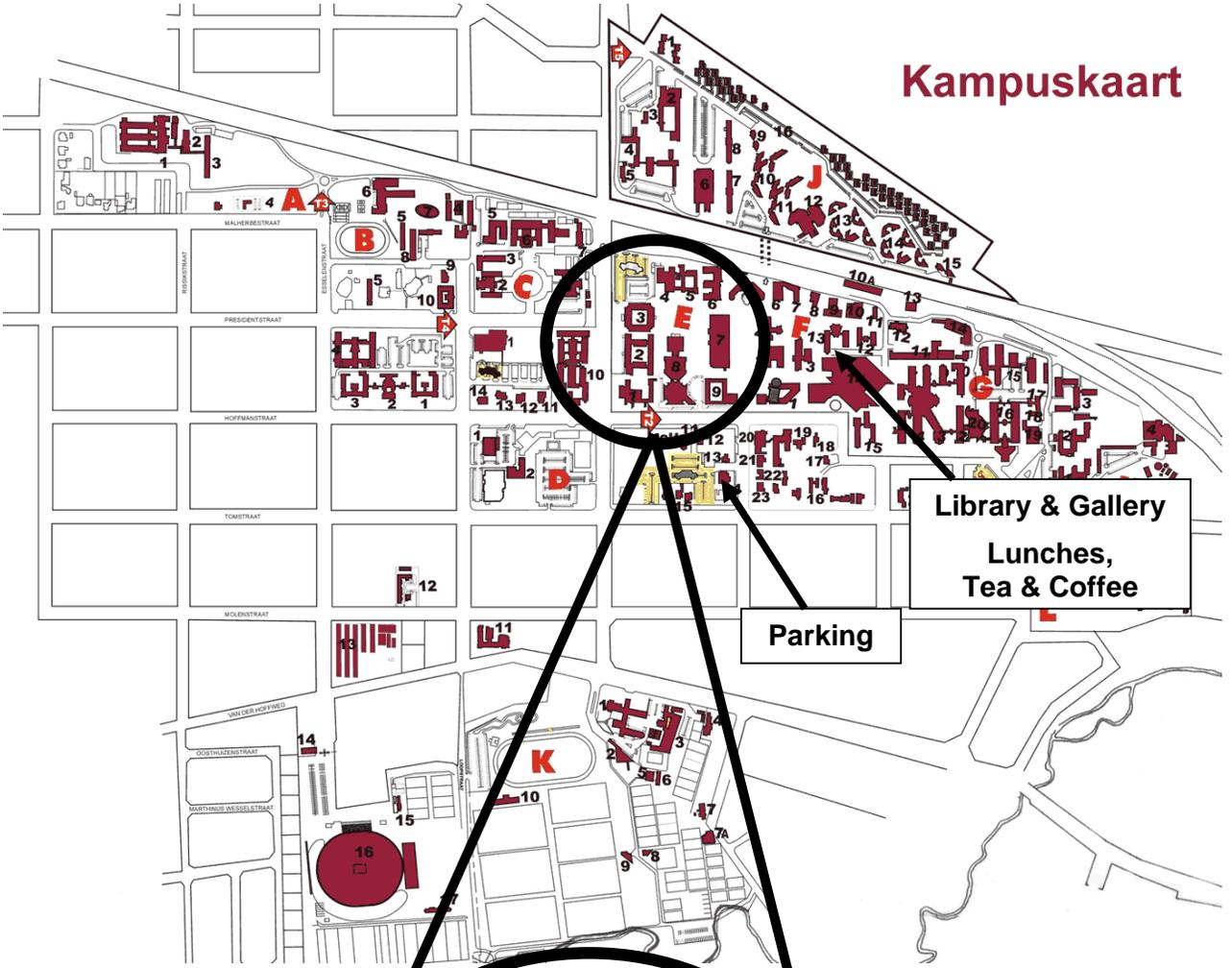
## STUDY SCHOOL NO. 3: MBA II: 30 January to 3 February 2012

	Monday: 30 Jan	Tuesday: 31 Jan	Wednesday: 1 Feb	Thursday: 2 Feb	Friday: 3 Feb
08:00	<b>Opening and welcome</b>  <u>Director PBS:</u> Prof TE du Plessis  <u>Dean: Economic &amp; Management Sciences</u> Prof Elsabé Loots	Management Accounting (1)  Prof AM Smit	Business ethics and integrity: a practical business challenge  Prof GJ de Klerk	Management Accounting (2)  Prof AM Smit	<b>08:00-10:00</b> (a) <b>Management Accounting</b> (Contact 1)  Prof AM Smit
09:30	Mr Kevin Horsley <b>Grand Master of Memory</b>				
10:15	Tea	Tea	Tea	Tea	Brunch at 10:00-10:45
10:45	<b>Registration &amp; collection of study material</b>	Prof Elmarie Venter NMMU  <b>Finding your way in planning and executing your treatise</b>	Marketing Management (1)  Prof C A Bisschoff	<b>Research (6)</b> <i>Data collection methods and research design</i>  Mr J Jordaan	<b>10:45-12:15</b> (a) <b>Marketing Management</b> (Contact 1)  Prof CA Bisschoff
13:00	Lunch at 13:00	Lunch at 13:00	Lunch at 13:00	Lunch at 13:00	
13:30	<b>Research (5)</b>  <i>Data collection methods and research design</i>  Mr J Jordaan	(a) Operations Management (1)  Mr J Jordaan	(a) Operations Management (2)  <u><b>Guided Tour</b></u> <b>Bert's Bricks</b>  Mr J Jordaan	(c)  <b>Open session:</b> Personal wealth management  Prof Ines Nel	<b>12:15-13:45</b> (a) <b>Operations Management</b> (Contact 1)  <b>Study school evaluation</b>  Mr Johan Jordaan
16:15					

## STUDY SCHOOL NO. 5: MBA III: 30 January to 3 February 2012

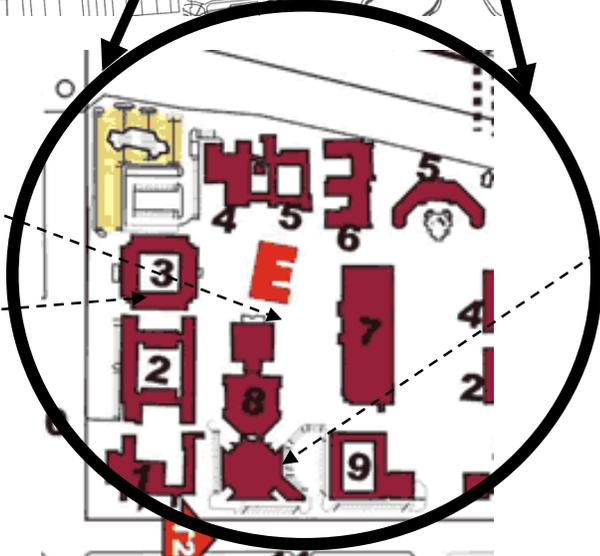
	Monday: 30 Jan	Tuesday: 31 Jan	Wednesday: 1 Feb	Thursday: 2 Feb	Friday: 3 Feb
08:00	<b>Opening and welcome</b>  <u>Director PBS:</u> Prof TE du Plessis  <u>Dean: Economic &amp; Management Sciences:</u> Prof Elsabé Loots	<b>Research (9)</b>  <i>Report writing &amp; research articles</i>  Prof Leon Jackson	<b>The Company Project</b>  Prof Tommy du Plessis	Strategic management (2)  Prof RA Lotriet	The Company Project:  <b>Writing the case study</b>  Dr HB Klopper Monash University
09:45	Mr Kevin Horsley <b>Grand Master of Memory</b>				
10:15	<b>Tea</b>	<b>Tea</b>	<b>Tea</b>	<b>Tea</b>	<b>Brunch at 10:15-10:45</b>
10:45	<b>Registration &amp; collection of study material</b>	<b>Finding your way in planning and executing your treatise</b>  Prof Elmarie Venter NMMU	Strategic management  <b>Case study 1</b>  Prof Jan Kotzé	Strategic management  <b>Case study 2</b>  Prof Jan Kotzé	Strategic management  <b>(Contact 1)</b>  Prof RA Lotriet
13:15	<b>Lunch at 13:15</b>	<b>Lunch at 13:15</b>	<b>Lunch at 13:15</b>	<b>Lunch at 13:15</b>	
14:00	Strategic Management (1)  Dr Chris Lombard  Requirements for successful change – lessons from practice	<b>Dissertations: Meeting study leaders &amp; admin arrangements</b>  Study leaders fetch their students from G28  Dr C Botha	<b>Research (10)</b>  <i>Data analysis and interpretation of results</i>  Prof Leon Jackson	<b>Dissertations: Introductory meetings between writers and study leaders.</b> By previous appointment. Outside appointment time, work on dissertation or in library.	<b>Dissertations: Introductory meetings between writers and study leaders.</b> By previous appointment. Outside appointment time, work on dissertation or in library.
16:15					

# Kampuskaart



Library & Gallery  
Lunches,  
Tea & Coffee

Parking



Opening session  
G01 (JCC)

Café

PBS (3<sup>rd</sup> & 4<sup>th</sup> floor)

10A 11 12 20

# SPYSKAART

## **Maandag**

### **Hoof gereg**

Verskeidenheid kouevleisborde met: lamsboud, geroosterde biefstuk,  
varklende, tong en hoenderboudjies

Verskeidenheid focaccia en tuisgebakte brode

Aartappelslaai

Mengelslaai

### **Nagereg**

Seisoenale vrugteslaai met roomys

## **Dinsdag**

### **Hoof gereg**

Gerookte varknek met heuning

Kapokaartappels met 'n bruinsous

Lemoenwortels

Brokkoli gratin

Slaai van die dag

### **Nagereg**

Koekstruif met roomys

## **Woensdag**

### **Hoof gereg**

Gestoofde bief

Gegeurde rys

Groenboontjies

Soetpatats

Seisoenale uitpakslaai

### **Nagereg**

Koffie-en-sjokoladekaaskoek

## **Donderdag**

### **Hoof gereg**

Hoenderdye

Aartappel-en-sampioengebak

Geglanseerde botterskorsie met pypkaneel

Geroosterde groenteskottel

Uitpakslaai

### **Nagereg**

Appeltert en roomys

## **Vrydag**

Pap en sous met boerewors, spek, roereiërs en kaasworsies

Tuisgebakte brode en muffins met 'n verskeidenheid konfyte

Vrugteslaai

Muesli en jogurt

Koffie, tee en beskuit