

# Doing Business in Africa 2024 EMBA June GNAM Week

Course Convenors:

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## 1. Course introduction

Doing Business in Africa is an applied, hands-on introduction to the opportunities and challenges of doing business in South Africa and, more broadly, on the African continent. The week-long course combines more traditional classroom sessions with opportunities for students to work with entrepreneurs from several sectors in ways that allow participating students to synthesize themes regarding our challenging (and often extremely rewarding) business environment, and leave a direct impact as they gain new insights and perspectives.

## 2. Intended learning outcomes

After completing this course, students should be able to:

- i. Work collaboratively with colleagues to synthesise information from the business practitioners to develop overarching themes and insights about the business context.
- ii. Identify key challenges and opportunities for businesses of multiple types (ranging from SMMEs to larger organisations) operating in complex environments.
- iii. Work with colleagues to identify and present actionable recommendations to help real organisations manage challenges and opportunities in complex environments.

## 3. Assessment summary

GNAM students will be assessed based on their participation, and via a group presentation, and a self-reflection exercise.

Assessment Component	Group or Individual (G or I)	Weighting	Date & Time Due
Class Participation	I	10%	-
Self-reflection	I	30%	14 June 2024 at 11:00
Group Presentation	G	60%	14 June 2024 at 09:00

The University of Cape Town uses the following grading scale (which will be reported to your school along with your grade):

<b>GSB Grading Scale</b>	<b>ECTS Scale</b>	<b>Definition</b>
>75%	A	Excellent work demonstrating a strong grasp of the course insights, original analysis and clear and professional presentation (written or verbal).
70-74%	B	Very good work demonstrating a reasonable grasp of the course insights, an analytical application that demonstrated understanding without major errors and a presentation (written or verbal) that was generally clear and appropriate for the audience.
60-69%	C	Passing work demonstrating an adequate grasp of the course insights, albeit with some errors, an analytical application with some notable errors or notably lacking original analysis and a presentation (written or verbal) that lacked adequate structure and clarity or was poorly executed.
50-59%	D	Poor work showing inadequate grasp of the course insights, poor or sloppy analysis and unclear or sloppy presentation (written or verbal)
40-49%	E	Failing work demonstrating little grasp of the course insights, little analysis or extremely serious errors and very poor presentation (written or verbal)

## 4. Assessment details

### ***Class Participation.***

At minimum, students are expected to:

- Be on time to class, keep disruptions (e.g., getting water, leaving the room) to a minimum;
- Be engaged in class, with no use of electronics (phones, laptops, tablets);
- Read required pre-readings ahead of class
- Be respectful of others and do your best not to derail class discussions; and
- Treat guest speakers as our guests — be respectful and engaged.

### ***Group Presentation.***

Each student group will be paired with an entrepreneur, with whom you will have an opportunity to engage regarding the key challenges and opportunities they face while doing business in Cape Town. Each syndicate group will then be responsible for making a presentation on the final day of class that covers the following:

- A broad overview of some of the challenges and opportunities of doing business in Africa, drawn from any observations gained during any course sessions (classroom, entrepreneur engagements, visits, etc.)
- An overview of some of the challenges and opportunities of doing business specifically in South Africa and Cape Town/the Western Cape;
- An analysis of the specific challenges and opportunities faced by your assigned entrepreneur;

- Actionable recommendations for your entrepreneur to manage those challenges and opportunities.

***Presentations should be no more than 10 minutes and will be recorded and shared with your entrepreneur.***

### ***Self-assessment***

GNAM students will be required to submit a self-reflection at the conclusion of the course, which will be graded based on the depth and thoughtfulness of the reflection, rather than on the student's self-reported performance. A self-reflection document template will be provided to students, which students must use to complete the assessment. Students are encouraged to reflect at the end of each day.

## 5. Schedule: Doing Business in Africa GNAM Week

Monday	Tuesday	Wednesday	Thursday	Friday
10 June 2024	11 June 2024	12 June 2024	13 June 2024	14 June 2024
<p><b>9:00-10:00</b></p> <p>Introductions and Course Overview</p> <p>Group Photo</p>	<p><b>9:00-10:30</b></p> <p>Group Work</p> <p><b>10:30-12:30</b></p> <p>Sustainable Finance in Context Wayne Moodaley</p>	<p><b>9:30-12:15</b></p> <p>Contrast of Cape Town Driving Tour</p> <p>&amp;</p> <p>Phillipi Village Tour</p>	<p><b>9:00-16:00</b></p> <p>Wine Farm Visit (Including lunch at Longridge Wine Farm)</p>	<p><b>9:00-1100</b></p> <p>Student Presentations &amp; Conclusion</p>
<p>Break</p>				<p><b>10:15-13:00</b></p> <p>Entrepreneur Engagements</p>
<p><b>13:00-14:15</b></p> <p>Lunch at the GSB (Cape Malay spread at the Brig)</p>	<p><b>12:30-14:00</b></p> <p>Lunch at Waterfront (Timeout Market)</p>	<p><b>14:00-16:30</b></p> <p>Visit to District Six Museum</p>	<p><b>14:15-17:30</b></p> <p>Bo-Kaap Tour &amp; Visit to Izaza Eyewear</p>	<p><b>14:00-15:30</b></p> <p>South Africa: A Fractured Rainbow Dr Catherine Duggan</p>

**NB:** Schedule is subject to change. Please note that all sessions are required. Please wear flat, comfortable walking shoes and a rain jacket for the week.