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# Doing Business in Southern Africa

2 – 18 January 2025

Module Outline

## Introduction

African countries are experiencing rapid growth. Six of the world's ten fastest growing economies between 2001 and 2010 were African countries, of which two were in Southern Africa. The rapid rise in African incomes has not gone unnoticed by entrepreneurs and firms in search of profitable investment opportunities. Even after the global recession, foreign direct investment into Southern Africa continues to surge. But such optimism is also tainted by the institutional and policy environment in these countries; not all investments have been successful because the political, developmental and social challenges impose several constraints on entrepreneurs and managers.

The main learning outcomes of this module are for students to:

- Have a basic knowledge of the structure and management of the dynamic corporate business environment.
- Be able to think analytically about the South African business context and demonstrate problem solving abilities regarding the local context.
- Apply theories and key concepts in strategic marketing and management, entrepreneurship, and social responsibility, specifically in the South African context.
- Assess business issues and formulate solutions within the context of doing business in South Africa.
- Be able to contribute substantively to group discussions and a project.
- Demonstrate leadership skills within a group assignment.
- Produce clear and well-organized written assignments

## Module Programme

This module aims to assist students in investigating the unique institutional and policy conditions in Southern African countries which will not only allow future entrepreneurs and managers to understand the challenges that will confront their businesses, but also allow them to identify the opportunities that this complex, but rapidly growing region offers.

## Lecturers

The following lecturers are responsible for this module:

Prof. CD Pentz, Room 416, CGW Schumann Building – [cdpentz@sun.ac.za](mailto:cdpentz@sun.ac.za)

Ms. A Berning, Room 411, CGW Schumann Building – [aberning@sun.ac.za](mailto:aberning@sun.ac.za)

## Assessment

Students will be assessed by means of a practical group project (60% of final mark) and additional class assignments (40% of final mark). More details on the assessments will be provided in class.

## Module Outline

Please take note that all excursions are subject to change due to the availability of bookings for January 2025.

Date & Time	Activity	Place
2 January 2025	Arrival	-
3 January 2025	Orientation	-
4 January 2025	Weekend Trip: Robben Island	
5 January 2025	Weekend Trip: Cape Point & Boulders Beach	

Date & Time	Activity	Place
6 January 2025		
09h00 – 12h00	Welcome and introduction to the course. Lecture: Introduction to the South African business context	TBC
12h00 – 13h00	Lunch	
13h00 – 16h00	Ice breaker wine tasting and afternoon wine farm visit	TBC

Date & Time	Activity	Place
7 January 2025		
09h00 – 12h00	Lecture: The role of the informal economy in South Africa	TBC
12h00 – 13h00	Lunch	
13h00 – 16h00	Visiting the informal economy: Kayamandi Informal settlement tour	Stellenbosch

Date & Time	Activity	Place
8 January 2025		
09h00 – 12h00	Lecture: An overview of the role of sustainability and sustainable development in the South African business context	TBC

12h00 – 13h00	Lunch	
13h00 – 16h00	Business excursion: Alpaca Loom Farm	Paarl

Date & Time	Activity	Place
9 January 2025		
09h00 – 12h00	Lecture: Social innovation and the role thereof in an emerging economy	TBC
12h00 – 13h00	Lunch	
13h00 – 16h00	CoCreate Hub visit	Stellenbosch

Date & Time	Activity	Place
10 January 2025		
09h00 – 12h00	Lecture: Introduction to business practices	TBC
12h00 – 13h00	Lunch	
13h00 – 16h00	Educational visit to Babylonstoren Estate	Simondium

Date & Time	Activity	Place
11 January 2025	Weekend trip	
12 January 2025	Free Day	

Date & Time	Activity	Place
13 January 2025		
09h00 – 12h00	Lecture: An overview of global business practices	TBC
12h00 – 13h00	Lunch	
13h00 – 16h00	Boschendal wine farm: Business visit	Simondium

Date & Time	Activity	Place
14 January 2025		
09h00 – 12h00	Lecture: An overview of business practices in developing (including African) markets	TBC
12h00 – 13h00	Lunch	
13h00 – 16h00	Franschoek business visit and KWV business visit	Franschoek

Date & Time	Activity	Place
15 January 2025		
09h00 – 12h00	Lectures continue: An overview of business practices in developing (including African) markets	TBC

12h00 – 13h00	Lunch	
13h00 – 16h00	Spice Route visit: CBC Beer tasting	

Date & Time	Activity	Place
16 January 2025		
09h00 – 16h00	Full day excursion with business visits and fun activities: V&A Waterfront (booking dependent)	TBC

Date & Time	Activity	Place
17 January 2025		
09h00 – 13h00	Preparation session for group business pitches: Lecturers facilitate preparation	TBC
13h00 – 14h00	Lunch	
14h00 – 16h00	Group Business Pitches	TBC
	Closing Dinner	

Date & Time	Activity	Place
18 January 2025	Depart	