



NOTE: This is a SAMPLE syllabus/itinerary and may not be the most up-to-date version. Please contact the faculty leader of this program for more recent information.

**McCallum Graduate School of Business
GBE 790: Business in South Africa
May 2017**

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Office Hours: By appointment
Class Meeting Day and Time: May 16-30, 2017
Course Prerequisites: None

Course Description

The Business in South Africa is a study abroad course designed to introduce Bentley graduate students to the business environment in South Africa, the continent's second largest economy and 28th in the world. The course examines how businesses operate in a nation in which the majority of the population lives at the base of the pyramid. This group has low individual purchasing power but huge group purchasing power. To address this challenge both domestic and international companies must make significant adaptations and have a greater understanding of such markets. Examine how firms prosper despite resource limitations taken for granted in mature economies such as the US and Europe.

The course also examines South Africa's post-apartheid social, educational and economic reforms through lectures at the University of Cape Town as well as visits to communities in rural and urban settings to explore the country's diverse cultures, and gain an understanding of the challenges faced by its leaders and policy makers.

Learning Goals and Objectives

This study tour pursues several goals and objectives as follows:

- To learn about South Africa's long struggle for racial equality (this is quite timely given the current racial tensions in the U.S.)

- To learn about South Africa's post-apartheid social, educational and economic reforms that helped South Africa's re-introduction to the world stage
- To learn about the state of South African economy in the continent as well as global economy
- To learn about South Africa's diverse cultures/sub-cultures, languages and customs
- To learn about the burgeoning start-ups in high tech fields such as medical devices, telecommunications and IT
- To learn about business practices in South Africa
- To learn about the opportunities and challenges for foreign firms operating in South Africa

The course objectives will be accomplished through a multidisciplinary orientation at Bentley followed by a two-week study tour in Johannesburg and Cape Town where participants attend lectures at University of Cape Town, visit variety of businesses in Cape Town and Johannesburg, visit historical sites and participate in a wide range of cultural activities as specified in the course itinerary.

Course Requirements and Expectations

Attendance in pre-departure orientation sessions as well as all organized lectures, company visits and cultural activities is required for successful completion of this course. Students are expected to observe and respect local etiquettes in social as well as business settings. Since we will be on a tight schedule during the study tour, tardiness for various events will not be tolerated. Specific requirements of the course are as follows:

Pre-departure Readings: Students are expected to prepare a critical review of pre-departure reading assignments that focus on South Africa's history; business and economy posted on Blackboard (see a tentative list of pre-departure reading in Appendix A).

Participation: Active participation in orientation sessions, all lectures in South Africa, company visits, business meetings and cultural activities is a requirement of the course. There will be significant penalty for tardiness and missing any scheduled activities.

Book Review: You are expected to read and critically review one of the books posted on the course Blackboard. You may also select a book of your choice (with my approval) that focuses on South Africa's economy and business. The book review is not intended to be a summary of the book. Rather, it should communicate your thoughts and opinion about the book. It is absolutely imperative for the book review to be your original work. Finally, the review should be comprehensive and analytical as opposed to a summary report of the chapters (see a tentative list of suggested books in Appendix B).

Term Paper: You are required to prepare a high quality research on a topic of interest that extends your learning experiences during the trip. Your selected topic must be related to an aspect of South Africa's business and economy. The ultimate goal of the research should be to develop new knowledge and insight rather than summarizing/repeating existing published work. I strongly recommend that you choose

your topic and have it approved by me during the trip. To have your topic approved, you must submit a two-page proposal describing your topic, its significance, sources you will be using, and an outline of your paper. The term paper is expected to be approximately 15-20 pages long, but please keep in mind that quality and not quantity is the primary criteria for evaluating term papers.

Evaluation Procedures

Your performance in the course will be evaluated on the basis of the following criteria:

Report on Pre-departure Readings	20%
Book Review	30%
Term Paper	30%
Participation	<u>20%</u>
	100%

Bentley's Policy on Academic Integrity

This class will be conducted in full accordance with Bentley's policies about academic integrity and the Bentley Honor Code. These can be found at:

<http://www.bentley.edu/shandbook/integrity/>

[http://www.bentley.edu/shandbook/Integrity/The Bentley Honor Code.cfm](http://www.bentley.edu/shandbook/Integrity/The_Bentley_Honor_Code.cfm)

Bentley's Guidelines on Disability

Bentley University abides by Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990 which stipulate no students shall be denied the benefits of an education solely by reason of a disability. If you have a hidden or visible disability which may require classroom accommodations, please make an appointment with the Coordinator of Disability Services, Stephanie Brodeur, within the first 4 weeks of the semester. The Office of Disability Services is located in the Office of Counseling and Student Development (CSD), Callahan 2nd Floor, 781.891.2274. The Assistant of Disability Services is responsible for coordinating accommodations and services for students with disabilities. I will make every effort to accommodate students with documented learning disabilities, as long as you inform me of your needs ahead of time. For further information on documenting a learning disability, please go to:

http://www.bentley.edu/counseling/disability_services.cfm.

Appendix A

A Tentative List of Pre-departure Readings

1. Healy, Paul "Apartheid in South Africa" *Harvard Business School Background Note* (# 9-113-084), January 2013.
2. Maylie, Devon "South African Policies Worry Big Business; Ruling ANC, Heading for Election Win, Signals Bigger Government Role," [*Wall Street Journal*](#), May 2014.
3. McGinn, Daniel "An Interview with Desmond Tutu," *Harvard Business Review*, July-August 2011.
4. Ponte, Stefano; Simon Roberts and Lance Van Sittert "Black Economic Empowerment: Business and the State in South Africa," *Development and Change*, [Volume 38, Issue 5](#), pp. 933–955, September 2007.
5. Price, Gavin; van der Walt and Andries Johannes "Changes in Attitudes Towards Business Ethics Held by Former South African Business Management Students , [Journal of Business Ethics 113.3, May 2013, pp.](#) 429-440.
6. Saskia De Klerk, "[Networking in South African Businesses](#)," *Wall Street Journal*, June 17, 2014.
7. Sibanda, G.M. "The Political Economy of Education Management, Law and Policy in South Africa: Who Manages and Governs the South African Schools Constitutionally Speaking?" [The Business & Management Review](#) 4.4: 366-373, March 2014.

Appendix B

A Tentative list of Suggested Books

1. Ade Asefeso, *CEO Guide to Doing Business in South Africa*, Create Space Independent Publishing Platform, 2014.
2. André Roux, *Everyone's Guide to the South African Economy*, Zebra Press, 2013.
3. Arrigo Pallotti and Corrado Tornimbeni, *State, Land and Democracy in Southern Africa*, Ashgate Pub Co, 2015.
4. Dale Hefer, *From Witblits to Vuvuzelas: Marketing in the New South Africa*, Zebra Press, 2010.
5. GG Alcock, *Kasinomics: African Informal Economies and the People Who Inhabit Them*, Tracey McDonald Publishers, 2015.
6. Haroon Borat, Alan Hirsch, Ravi Kanbur, and Mthuli Ncube, *The Oxford Companion to the Economics of South Africa*, Oxford University Press, 2015.
7. Hein Marais, *South Africa Pushed to the Limit: The Political Economy of Change*, Zed Books, 2011.
8. International Monetary Fund, *South Africa: Financial System Stability Assessment*, 2014.
9. Kevin Lings, *The Missing Piece: Solving South Africa's Economic Puzzle*, Macmillan, 2014.
10. Lawrence Hamilton, *Are South Africans Free?* Bloomsbury Academic, 2014.
11. Leonard Thompson, *A History of South Africa*, Yale University Press, 2014.
12. Mthuli Ncube, Nombulelo Gumata and Eliphas Ndou, *Global Growth and Financial Spillovers and the South African Macro-economy*, Palgrave Macmillan, 2014.

13. Nelson Mandela, *Long Walk to Freedom: The Autobiography of Nelson Mandela*, Back Bay Books, 1995.
14. R.W. Johnson, *How Long Will South Africa Survive? The Looming Crisis*, Hurst, 2015.
15. Siyabulela Onceya and Ronney Ncwadoreign, *Direct Investment in the Motor Industry in South Africa Paperback*, Lap Lambert Academic Publishing, 2013.
16. Tanja A. Börzel and Christian Thauer, *Business and Governance in South Africa: Racing to the Top?* Palgrave Macmillan, 2013.
17. Tim James, *Wines of the New South Africa: Tradition and Revolution*, University of California Press, 2013.