

Small Business Academy

SBA Development Programme • Small business research • Community engagement



Small Business Academy **USB**

WESTERN CAPE | EASTERN CAPE
University of Stellenbosch Business School

Why USB's Small Business Academy?

Through its Small Business Academy (SBA) – launched in May 2012 – the University of Stellenbosch Business School (USB) aims to give life to its vision of meaningful engagement with society and to contribute in its area of expertise, namely business education. With the SBA, the business school makes a difference to the lives and businesses of small business owners in low-income communities. USB shares knowledge in an effort to develop business skills.

How?

USB works with corporate sponsors and other stakeholders to develop a skill set for small business owners, and to support and guide them for nine months. The USB SBA Steering Committee is the governing body. Currently, the large (Gold) sponsors are ABSA, Distell Foundation and the Joe Gqabi Development Agency (JoGEDA). Silulu Ulutho Technologies from Khayelitsha is a founding sponsor.

More about the SBA Development Programme

The SBA Development Programme (SBA DP), presented since 2013, starts in March each year for participants from communities in Cape Town and Eastern Cape. Participants become part of the USB SBA for nine months, after which they graduate with an NQF level 5 certificate from Stellenbosch University. The SBA DP includes:

- **Training:** Training is aligned with the competence level and needs of the small business owners. The subjects covered are small business essentials, marketing, financial management, computer training, and business plan writing and presentation. Training takes place at the USB campus.
- **Mentoring:** The mentorship part of the programme is provided by volunteers from the USB alumni body. Each mentor goes through a training and selection process before being matched up with an SBA participant.

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- **Engaged learning with MBA and other students:** USB's MBA students must do their assignments for the Business in Society module on the businesses that have been part of the SBA Development Programme. These students create sustainable business interventions for the small businesses. Many of the MBA, MPhil in Development Finance, MPhil in Management Coaching and visiting international students also do case studies or research assignments on the SBA DP participants or businesses.
- **Workshops:** Practical workshops are part of the curriculum and participants must attend at least two. Workshops are offered by role models and other experts (corporate volunteers).

Research on small business development

The USB SBA Research Unit undertakes research on aspects of small business development in the low-income areas involved in the SBA DP to gain an understanding of the diversity, challenges, financing and support structures of small businesses in these environments. This research includes a Longitudinal Impact Study, Fact Sheets on factors influencing the development of small businesses, and research on small business development undertaken on behalf of third parties.

Corporate sponsorships and ways to support the SBA

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SBA Development Programme (Western and Eastern Cape)

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