

A series of overlapping yellow triangles and polygons in the top-left corner.

DR RICHARD MAPONYA

GRADUATE EMPLOYMENT AND
ENTREPRENEURSHIP PROGRAMME
(GEEP)



FACULTY OF MANAGEMENT
Developing Future-fit Leadership

RETHINK. REINVENT.



DR RICHARD MAPONYA GRADUATE EMPLOYMENT AND ENTREPRENEURSHIP PROGRAMME (GEEP)



The Dr Richard Maponya Graduate Employment and Entrepreneurship Programme (GEEP) is jointly offered by Dr Richard Maponya Institute for Skills and Entrepreneurship Development, in short known as The Dr Richard Maponya Institute, and the Faculty of Management of the University of Johannesburg.

DESCRIPTION

This experiential, rotational programme targets graduates from the National Diploma Business Management, National Diploma Retail Marketing, and National Diploma Small Business/Entrepreneurship programmes, specifically, the top achievers in the three qualifications. The first intake in 2016 will include 30 graduates: 10 graduates from each of the three qualifications. The 30 graduates are divided into two streams:

Employment Stream	15 Graduates
Entrepreneurship Stream	15 Graduates

The graduates will gain experience in specifically chosen companies for twelve months. They have to attend four two-day, face-to-face training sessions per year, where they will provide progress feedback to the Institute and the University, attend high profile presentations, and enter into dialogues with industry leaders.

PROGRAMME CONTENT

- Employability and Entrepreneurship Development Initiatives
- Workplace and Enterprise Exposure
- Rotational on-the-job training

- Employment and Entrepreneurship Mentorship Programme (Mentorship in the company and outside the company)
- Individual Employment and Entrepreneurship Projects
- Group Employment and Entrepreneurship Projects
- Portfolio of Evidence Management (Portfolio file to be kept by each graduate to be signed off by the manager at their host companies department at the end of each placement)
- Break-Away Sessions of two days per quarter to refresh and provide feedback, and receive presentations from the industry experts

DURATION

Twelve months.

The first intake will start the programme in April 2016 and complete in March 2017.

TARGET SECTORS/INDUSTRIES

- Wholesale and Retail
- Vehicle Retail
- Financial Services (Banking and Insurance)
- Logistics
- Transport
- FMCG
- Hospitality
- Oil, Energy, and Manufacturing

TARGET GROUP

Ten top achieving graduates in:

- National Diploma Retail Marketing (Faculty of Management, University of Johannesburg)
- National Diploma Management (Faculty of Management, University of Johannesburg)
- National Diploma Small Business/Entrepreneurship Management (Faculty of Management, University of Johannesburg)

RULES OF ACCESS

The participants must have completed their undergraduate studies and be among the top 15 top achieving students in the chosen qualification. The first top 10 graduates in the qualification will be considered. The remaining five top graduates will be placed on a waiting list for possible consideration. The graduates must sign an agreement that binds them to stay in the programme from the beginning to end.

SELECTION PROCESS AND ACCESS

- The Faculty coordinators in each of the three qualifications will promote the programme to the identified top performers and motivate them to join the programme.
- These top performers are invited to a full-day briefing workshop.
- The participants will decide on the stream they would like to be enrolled in.
- Each participant will provide the selectors with their portfolio composed of a CV, proof of qualification, additional certificates, experience, ID, as well as a motivation why they should be considered for the programme and the specific chosen stream.
- Candidates will be invited to a selection interview.
- The successful candidates will be informed of their success status within two weeks.
- Unsuccessful candidates will be replaced by candidates on the waiting candidates' list until number saturation.

SUPPORT

- The selectors will consult with the successful students on what they would like to achieve.
- The entrepreneurship stream graduates will put together a draft business plan that will be refined and submitted to the banks with a request to the bank to take a stake in their business.
- The banks are encouraged to fund the entrepreneurship stream graduates from their risk fund, which should be the funding for the start-up. This is a fund available to start-ups that do not have collateral. The graduates are mentored so invest the fund properly and they are obliged to pay back the money in the future.

EMPLOYMENT AND ENTREPRENEURSHIP STREAMS

The graduates that choose to become employees will be accommodated in the employment stream. Those that choose to become self-employed/entrepreneurs will follow the entrepreneurship stream. Their rotational plan will focus on the exposure to corporate employment areas or departments, and enterprise development areas according to the chosen stream. The programme coordinators and the Institute will hold a briefing workshop to select the employment stream candidates based on their potential to succeed as employees in the corporate world, and the entrepreneurship stream based on their potential to succeed as entrepreneurs. A motivation letter from the graduates is to be sent to the Institute specifying why they want to join the programme, and their chosen stream.

MAIN AIM OF THE PROGRAMME

The main goal of the programme is to open an opportunity for the graduates to access employment and entrepreneurship development. This will be achieved through practical workplace learning and participation in the enterprise development activities in the host company.

LEARNING ACTIVITIES AND ASSESSMENT

The host company, the Institute and the University will jointly complete the learning activities for each graduate. These learning activities are based on the chosen stream, and the graduate's learning objectives. Each graduate will carry a Portfolio of Evidence (PoE) file and populate it on a daily basis. The PoE will be signed off by the manager and mentor in the department before the graduate

leaves for the next department, as a confirmation that the PoE reflects the learning activities of the job covered by the graduate.

ROTATIONAL PLAN

The successful graduates will work normal hours like all the employees of the host company, and the department in which they are based. The rotational plan for each graduate will be informed by the nature of the host company and the department in which the graduate is based. The HR department, line manager, supervisor and the in-company mentor will work with the Institute and the UJ Faculty of Management in putting together the rotational plan.

GRADUATES FUNDING OPTIONS

The graduates will receive stipends according to the SETA guidelines and the industry average. Host companies are welcome to suggest the stipend amount according to their reward policies. The relevant SETAs will be approached for funding the graduates within their programmes funding. The current estimates are as follows:

Stipend: 30 Students x R5 000 x 12 Months
R1 800 000.00

Break-away Sessions: R5 000 x 2 Days x 4 Quarter
R 400 000.00

Total R2 200 000.00

PROGRAMME LAUNCH

The programme will be launched by Dr Richard Maponya at a breakfast with all successful candidates, their host companies' representatives, representatives of the University of Johannesburg, facilitators, trainers, coaches, mentors, and invited guests, representatives of Dr Richard Maponya Institute, programme sponsors, and partners of Dr Richard Maponya.

CERTIFICATION AND GRADUATION

The Institute and the Faculty of Management, University of Johannesburg, will organise an official graduation ceremony after the programme has been completed. Graduates will receive certificates co-branded by the Dr Richard Maponya Institute for Skills and Entrepreneurship Development, and the Faculty of Management, University of Johannesburg.

COACHING AND MENTORSHIP

An open invitation will be issued to volunteer coaches and mentors to adopt graduates and support them for the duration of twelve months.

FACILITATORS AND TRAINERS

The Institute and the University will assemble the best facilitators for the breakaway sessions, and participation in the further development of the programme. The facilitators and trainers will become part of the working committee and will provide guidance on the graduates' participation in the annual think tanks, conference and lectures.

PROGRAMME ADMINISTRATORS: SECTOR EDUCATION AND TRAINING AUTHORITIES (SETAs):

The programme is administered by

- **Palesa Mabuse**, Office Administrator, Dr Richard Maponya Institute
- **Sibongile Mahlangu**, Project Support, Dr Richard Maponya Institute
- **Sam Tsim**, Project Management Consultant, Dr Richard Maponya Institute

WORKING COMMITTEE

The following people constitute the Working Committee of the Programme.

- **Sam Tsim**, Project Management Consultant, Dr Richard Maponya Institute
- **Prof Cecile Neuenhuizen**, Faculty of Management, University of Johannesburg
- **Dr Moipone Molotsi**, Director Centre for Small Business, Soweto Campus, University of Johannesburg
- **Dirk Rossouw**, Deputy Head of Department, Soweto Campus, University of Johannesburg
- **Alta Bosch**, Coordinator, National Diploma in Management, Soweto Campus, University of Johannesburg
- **Leon Janse Van Rensburg**, Coordinator, National Diploma Entrepreneurship/Small Business Management, Soweto Campus, University of Johannesburg
- **Prof Mercy Mpinganjira**, Head of Research, Faculty of Management, Soweto Campus, University of Johannesburg
- **Nombulelo Dilotsotlhe**, Coordinator, National Diploma Retail Management, Soweto Campus, University of Johannesburg

The following Sector Education and Training Authorities (SETAs) have been identified as relevant for this programme:

- Wholesale & Retail SETA, W&RSETA = www.wrseta.org.za
- Transport Education Training Authority, TETA = www.teta.org.za
- Service SETA = www.servicseta.org.za
- SETA for Finance, Accounting, Management Consulting, and other Financial Services, FASSET = www.fasset.org.za
- Manufacturing, Engineering, and Related Services SETA, MerSETA = www.merseta.org.za
- Culture, Arts, Tourism, and Sports SETA, CATHSSETA = www.cathsseta.org.za

MARKETING AND PROMOTION

Dr Richard Maponya Institute will work with the Marketing Department in the Faculty of Management at the University of Johannesburg to market and promote this programme. Identified departments in the Faculty are responsible for marketing the programme to their students. Brochures and information packs will be developed and shared with all the stakeholders.

PARTICIPATION IN ANNUAL PARTNERSHIP EVENTS

The graduates will participate in the following annual events of Dr Richard Maponya Institute and the University of Johannesburg as part of their development:

- Dr Richard Maponya Institute UJ Annual Think Tank On Entrepreneurship
- Dr Richard Maponya UJ Soweto Annual Entrepreneurship Conference
- Dr Richard Maponya UJ Annual Lecture on Entrepreneurship

DIALOGUE WITH DR RICHARD MAPONYA

The graduates will be invited to two dialogues a year with Dr Richard Maponya over a breakfast, as part of their development, and learning – **The MAPONYA WAY Business Management and Entrepreneurship Model.**

ABOUT THE INSTITUTE

The **Dr Richard Maponya Institute for Skills and Entrepreneurship – NPC** was established on 9 December 2014 under the leadership of Dr Richard Maponya who was inspired by the Brazilian Industrial System (SESI, IEL, and SENAI) www.portaldaindustria.com.br/cni/en, led by the Brazilian National Confederation of Industry (CNI), specifically the SENAI Institute, www.portaldaindustria.com.br/senai/en, whose mission is to promote technical and vocational training, facilitating innovation, and the transfer of industrial technologies to contribute to increasing the competitiveness of the Brazilian Industries.

Dr Richard Maponya is a highly regarded and leading entrepreneur and property developer, best known for having built a highly successful business empire despite the restrictions of apartheid, and being a force of economic change in disadvantaged communities. Following a number of retail property successes, Dr Maponya opened the highly successful Maponya Mall in Soweto.

DIALOGUE WITH INDUSTRY LEADERS

The graduates will also attend two breakfast dialogues a year with the industry leaders as part of their development.

Purpose

The Institute is driven by the desire to reduce youth unemployment through skills and entrepreneurship development programmes and initiatives through partnerships.

Vision

To be the premier institute for technical skills, business administration and entrepreneurship development.

Goal

To develop and support practising entrepreneurs in diverse sectors of the economy.

Values

The Institute is built on strong values of Governance and Compliance, Highest Ethical Standards, Accountability & Transparency, Honesty & Integrity, Creativity & Innovation, Determination, Ubuntu (Helping Hand), and Tenacity.

The Institute strives to provide differentiating and unique value offerings **"THE MAPONYA WAY"** to learner entrepreneurs and future corporate/business practitioners by:

- instilling a spirit of entrepreneurship and culture among South Africans, especially the youth and women;
- offering real-life business administration and

technical skills development programmes for self-employed, entrepreneurs and future corporate business practitioners in public and private sectors; and

- facilitating practical and real-time management and leadership competencies for the public, private, not-for-profit, self-employment and entrepreneurship applications.

The Institute is built on the understanding, and appreciation of the unique challenges facing our country. It will provide discerning and customised curriculum and business experience, fused with academic refinement of some distinguished leading business and management education institutions in South Africa. The objectives of the Institute are to:

- Promote the Institute as a world-class innovation institute and creating a differentiated service offering.
- Contribute to the reduction of unemployment in South Africa, especially among the youth and women.
- Achieve world-class teaching, learning, research and development and innovation practices.
- Become the institute of choice for technical skills and entrepreneurship development in South Africa.
- Assemble the best curriculum developers, facilitators, tutors, teachers, infrastructure, and support service providers.
- Partner with the best and like-minded local and international institutes and service providers.

The IRDAS Model of the Institute

- I** Identify Potential Participants: The Institute will engage experienced talent identification professionals to identify sources of talent and participants in the programmes.
- R** Recruit & Enrol: The Administration Shared Services of the Institute will engage in the intensive recruitment process and enrol the successful candidates in the programmes.
- D** Development & Readiness Programme: Each participant will follow his/her own chosen field and sector development & readiness programme, under the guidance of experienced facilitators and field supervisors.
- A** Access to Markets & Opportunities Programme: Practitioners in the various sectors and markets will assist the learner entrepreneurs to access local and international markets
- S** Support & Growth Management: The MI-SED Alumni will be established to work with approved mentors and coaches to provide continuous support and growth management interventions.



ABOUT THE FACULTY OF MANAGEMENT, UNIVERSITY OF JOHANNESBURG

The Faculty of Management develops future-fit leadership and assists entrepreneurs and business people by providing training and education in various fields of management through qualifications ranging from entrepreneurship, marketing management, industrial psychology and people management, information knowledge management, applied information systems management, tourism and hospitality management and transport/supply

Vision

Sought after organisational leaders creating legacies

Mission

Developing future-fit leadership

chain management. These all include modules in leadership and business management to ensure skills for excellent performance in all industries. Training programmes are also developed for different levels ranging from small business, supervisory to executive level of people in various types of organisations. Programmes range from short to extended extra-curricular qualifications, undergraduate diplomas and degrees and

Values

- Ahead of the game
- Academic integrity
- Value added partnering
- Continuous learning to be Culturally and diversity sensitive

postgraduate honours, master's and doctorate qualifications in various fields of management.

The Faculty of Management creates partnerships for future-fit leadership and the focus is to interpret and adapt to the changing needs of business resulting in the provision of skills and education for increased performance of entrepreneurs, small business owners, business managers and leaders at all levels, employees and business in general.

Website

www.uj.ac.za/management

www.uj.ac.za

Facebook

Management@UJ

University Johannesburg

ABOUT THE UNIVERSITY OF JOHANNESBURG – A UNIVERSITY OF CHOICE

Vibrant, multicultural and dynamic, the University of Johannesburg (UJ) shares the pace and energy of cosmopolitan Johannesburg, the city whose name it carries. Proudly South African, the University is alive down to its African roots, and well-prepared for its role in actualising the potential that higher

education holds for the continent's development. UJ boasts world-class, internationally recognised academic programmes based on curricula informed by cutting-edge developments in both undergraduate and postgraduate education. UJ's programmes, within its nine faculties, are designed

to prepare students for the world of work and for global citizenship. The University has four campuses, namely the Auckland Park Bunting Road Campus; the Auckland Park Kingsway Campus; the Doornfontein Campus; and the Soweto Campus.

Vision

An international university of choice, anchored in Africa, dynamically shaping the future

Mission

Inspiring its community to transform and serve humanity through innovation and the collaborative pursuit of knowledge

Values

- Imagination
- Conversation
- Regeneration
- Ethical foundation

Contact Details

Dr Richard Maponya Institute for Skills and Entrepreneurship – NPC

Attention: Sam Tsima,
Project Management Consultant
32 Fricker Road, Illovo, Johannesburg, 2001

Tel: +27 11 447 2534

Cell: +27 63 505 4055

Email: sam.tsima@Maponya-Institute.co.za or
info@Maponya-Institute.co.za

