



Cape Peninsula
University of Technology



4th ICEBE AND 1st SAFRI J2EX CAPE TOWN, 20.-23.11.2011

INTERNATIONAL CONFERENCE ON ENGINEERING & BUSINESS EDUCATION
INTERNATIONAL SAFRI JOURNEY TO EXCELLENCE CONFERENCE



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4 The People Responsible

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6 The Organizing Partners



HOCHSCHULE WISMAR, UNIVERSITY OF APPLIED SCIENCES: TECHNOLOGY, BUSINESS AND DESIGN

Wismar University of Applied Sciences stands on the three educational pillars of Technology, Business and Design. Scientific disciplines range from the traditional, such as electrical engineering, civil engineering, mechanical engineering and business administration, to modern topics such as multimedia technology, communications design and media or architectural design.

Wismar University plays a key role as a regional competence centre in education, research and innovation with a strong orientation toward international collaboration and networking activities. Its international orientation helps the university position itself as an innovator, strengthening both regional business structures and the European higher education scene. An active partner in the Bologna Process, Wismar University has implemented many reforms, thereby modernising the University in line with the European Union's Lisbon Strategy.

www.hs-wismar.de



CAPE PENINSULA UNIVERSITY OF TECHNOLOGY

VISION

To be at the heart of technology education and innovation in Africa.

MISSION

Our mission is to develop and sustain an empowering environment where, through teaching, learning, research and scholarship our students and staff, in partnership with the community and industry, are able to create and apply knowledge that contributes to development.

CORE VALUES

- Integrity
- Respect
- Excellence
- Democracy
- Accountability
- Ubuntu
- Innovation
- Equity

www.cput.ac.za



Southern Africa Initiative
of German Business – SAFRI

SAFRI, the Southern Africa Initiative of German Business, promotes southern Africa as a region of high potential. Since its creation in 1996 by

- Afrika-Verein (AV),
- Federation of German Industries (BDI)
- Association of German Chambers of Industry and Commerce (DIHK),

SAFRI has focused attention on the economic potential of the countries in SADC, the Southern African Development Community, and on promoting German business activities in the region.

Prof. Dr. h.c. Juergen E. Schrempp, retired Chairman of DaimlerChrysler AG, has been the Chairman of SAFRI since the beginning. SAFRI's work is sponsored by Daimler AG.

SAFRI implements the *Journey to Excellence (J2Ex)* program in support of its goal to enhance the entrepreneurial competencies of people and enterprises in SADC, thereby helping to promote competitiveness, create jobs, raise the standard of living, and develop and improve business opportunities.

Facebook: J2Ex - the Journey to Excellence

www.safri.de

CHAIRPERSONS' WELCOME

Greetings and welcome to the 4th International Conference on Engineering and Business Education and the 1st International SAFRI Journey to Excellence Conference. This conference is a joint initiative of the Cape Peninsula University of Technology, Hochschule Wismar and SAFRI, the Southern African Initiative of German Business. Previous ICEBE conferences involved mainly universities and focused predominantly on academic paper sessions and workshops. But this year SAFRI brings an exciting new dimension to proceedings. With its strong track record of promoting entrepreneurship and supporting business opportunities SAFRI has helped create a platform for academia and business to effectively engage on the central conference theme of preparing our students to succeed in the 21st Century knowledge economy.

This conference comes in the wake of a global economic meltdown which will have serious socio-economic consequences for developed and emerging economies alike. In particular the specter of growing unemployment remains a major challenge. It is widely accepted that small, medium and micro enterprises will provide the majority of new jobs worldwide and will be vital to the continuing growth and success of any economy. Entrepreneurs will have a key role to play and universities will be challenged to equip their students to make a meaningful contribution in these uncertain times.

The conference program has been structured to allow maximum interaction between educators and entrepreneurs. Besides the paper sessions which form the backbone of any academic conference there are a number of plenary sessions and workshops which we hope you will find both entertaining and enlightening. Network opportunities abound.

It is our hope that conference participants will use these opportunities to reflect, discuss, debate and to think out of the box and explore future scenarios and strategies to help address the many challenges that lie ahead for both educators and entrepreneurs.

We hope that conference participants will also take time to experience the beautiful city of Cape Town, recently awarded the title of World Design Capital 2014.

Join in, share ideas, forge networks ... and enjoy! Let's make this a conference to remember!



Prof Norbert Grünwald
Rector, Hochschule Wismar



Prof L V Mazwi-Tanga
Vice-Chancellor, CPUT



Prof Dr. h.c. Juergen E. Schrempp
Chairman of SAFRI

8 Program Overview

SUNDAY, 20 NOVEMBER

PRE-CONFERENCE ACTIVITIES

as of 13:00 Practice sessions in plenary venue, room 2.58, CPUT Commerce Building

as of 15:00 Conference registration at Best Western Cape Suites Hotel

17:00 Buses depart hotel for dinner

MEET & GREET AT GRANGER BAY

17:15 Registration & networking at Hotel School restaurant, CPUT Granger Bay Campus

18:00 Welcome and Introductions

- Prof Anthony Staak
- Minister Trevor Manuel
- Mr Mbulelo Bikwani
- Mr Hans-Werner Bussmann
- Prof Norbert Grünwald
- Ms Nina Mapili
- Honoured guests
- Prof Nico Beute

18:45 Dinner

19:45 Intro to Innovation 101

- Mr Peter Greenwall

MONDAY, 21 NOVEMBER

PLENARY PANEL: THE STATUS QUO

09:00

- Minister Trevor Manuel, Minister in the Presidency & Chancellor of CPUT
- Dr Chris Nhlapo, Deputy-Vice Chancellor of Research, Technology Innovation and Partnerships, CPUT
- Mr Michael Baumann, MD, MTU South Africa
- Ms Nobuzwe Mangcu, MBSA Board member
- Cedric Buffler, CEO at Trident Institute (Micro-MBA)

10:30 NETWORKING BREAK

PLENARY: FUTURE SCENARIOS AND STRATEGIES FOR SUCCESS

11:00

- Ms Chantell Ilbury, Mind of a Fox
- Dr Beate Schlageter, Corporate Technologies, Siemens AG
- Dr Ronny Adhikarya

12:50 Group Photo

13:00 Lunch

PLENARY: INNOVATION 101

13:45

- Mr Peter Greenwall

BREAKAWAY SESSIONS

14:30 Workshops and paper sessions

- Workshops
 - one for each of four scenarios
- Innovation Lab
- Paper sessions
 - Entrepreneurship Education
 - Incubation

15:45 Networking Break

BREAKAWAY SESSIONS

16:30 Workshops

- Finance for SMEs
- Org. Excellence & ISO
- Strategic Communication
- Monetizing Tacit Knowledge
- Empowering Future Entrepreneurs
- Incubation & Mentoring

17:15 Break

DINNER AT PIGALLE RESTAURANT

18:00 Buses depart hotel

18:15 Networking

18:45 Observations and lessons learned

19:15 Dinner

TUESDAY, 22 NOVEMBER

PLENARY: BENCHMARKS & VISIONS

- 09:00
- Mr Guy Lundy
 - Prof Norbert Grünwald
 - Mr Vincent Joyner
 - Mr Justin Smith
 - Mr Carver Pop
 - Mr Temba A. Nolutshungu

10:40 Networking Break

PARALLEL SESSIONS

1. The Entrepreneurial Journey

- 11:00 SADC SME Entrepreneurs
- Mr Eddie Kaluwa
 - Mr Abius Akwaake
 - Mr Femi Kayode, et al

11:40 Western Cape IT Entrepreneurs

- Mr Eric Edelstein
- Mr Eran Eyal
- Ms Rapelang Rabana
- Mr Vinny Lingham
- Mr Tony Mallam

2. Paper Sessions

- 11:00
- Entrepreneurial Concepts & Strategies
 - Best Practice & Future Scenarios

12:30 Lunch

BREAKAWAY SESSIONS

- 13:15 Talk with Entrepreneurs
Creative session
Paper sessions
- Best Practices and Future Scenarios
 - Innovation and Technology

- 14:20 Workshops
- Crowdsourcing
 - Website design: Yola.com
 - Using Social Media to Grow Your Business (Part 1)
 - Function like a world-class company using Cloud services
- Discussions
- Venture Capital
 - Sustainability Strategies

15:05 Networking Break

BREAKAWAY SESSIONS

- 15:30 Workshops
- Search Engine Optimization
 - Function like a world-class company using Cloud services
 - Using Social Media to Grow Your Business (Part 2)
 - The Journey to Excellence
 - 10 Things you should and shouldn't do when seeking a partner...
 - Innovation & Technology Transfer

PLENARY: WAYS FORWARD

- 16:15 Observations and lessons learned
- 16:35 Ways Forward - A Business perspective
- Prof Dr h.c. Juergen E. Schrempp, Chairman of SAFRI, the Southern Africa Initiative of German Business; retired Chairman of the Board of Management and CEO of DaimlerChrysler AG

16:50 Debate and Discussion

RECEPTION SPONSORED BY SAFRI

17:10 Networking cocktail

10 Program Overview

WEDNESDAY, 23 NOVEMBER

COMPANY AND INCUBATOR VISITS

Preregistration required; seats limited.

- 08:00 Departure from hotel
- 08:45 MTU South Africa
MTU South Africa is a wholly owned subsidiary of MTU Friedrichshafen, a leading worldwide manufacturer of large diesel engines and complete drive systems.
- 10:00 Furntech
Furntech is South Africa's only Centre of Excellence for the furniture industry and is the first port of call for anyone looking for information on business incubation and / or skills development in furniture manufacturing.
- 11:15 Bandwidth Barn
The Cape Town-based Bandwidth Barn has been in operation since 2000 and is today regarded as one of the leading ICT business incubators in the world. The Bandwidth Barn is a fully-owned subsidiary of the Cape IT Initiative (CITI), a Section 21 company, and the development and promotions agency for the ICT sector in the Western Cape.

13:00 Lunch at conference venue, CPUT

WALKING TOUR OF "THE FRINGE"

Preregistration required; spaces limited.

- 13:45 Departure from the Commerce Building foyer.

ACADEMIC PLENARY

09:00 Prof Jean-Pierre Contzen

09:45 Mr Daniel Silke

10:30 Networking break

PAPER SESSIONS

- 11:00
- Entrepreneurship Education
 - Strategies for Competitive Education

12:00 Lunch

PAPER SESSIONS, CONTINUED

- 13:00
- Entrepreneurship Education
 - Strategies for Competitive Education

14:00 BREAKAWAY SESSIONS

14:45 CLOSING PLENARY

SUNDAY, 20 NOVEMBER**PRE-CONFERENCE ACTIVITIES**

- As of 13:00 Practice sessions in plenary venue, room 2.58, CPUT Commerce Building, facilitated by SAFRI, open to all presenters.
- 15:00 - 16:30 Conference registration at Best Western Cape Suites Hotel, Corner of De Villiers & Constitution Streets, Cape Town
- 17:00 – 17:15 Buses depart for dinner venue from Best Western Cape Suites Hotel

MEET AND GREET AT GRANGER BAY**CHAIR: PROF. A. STAAK**

- 17:15 - 17:55 Registration & networking at Hotel School restaurant, CPUT Granger Bay Campus, Beach Road, Mouille Point, Cape Town
- 18:00 - 18:10 Welcome to South Africa
Minister Trevor Manuel
South African Minister in The Presidency; past Minister of Finance and past Minister of the National Planning Commission; Member of Parliament since 1994; Chancellor of CPUT
- 18:10 - 18:15 Welcome to CPUT
Mr Mbulelo Bikwani
CPUT Chairperson of Council; Founding CEO of Zakithi Management Consulting and Kapa African Business Opportunities (Pty) Ltd.
- 18:15 - 18:20 German welcome
Mr Hans-Werner Bussmann,
Consul General of the Federal Republic of Germany in Cape Town
- 18:20 - 18:25 Introduction to ICEBE Conference
Prof Norbert Grünwald
Rector of the University of Wismar, an "entrepreneurial university" in Wismar, Germany; Professor for Mathematics/Operations Research
- 18:25 - 18:30 Introduction to the J2Ex Conference
Ms Nina Mapili
SAFRI Special Advisor: J2Ex Program; MD, Mapili GmbH, Friedrichshafen, Germany
- 18:30 - 18:40 Welcome Statements
Vice-Chancellors, Rectors and other special guests from around the world
- 18:40 - 18:45 Housekeeping
Opening of the buffet
Prof Nico Beute
Energy Unit, Engineering Faculty, CPUT; chairperson of the Engineering Standards Generating Board, responsible for developing standards for the Higher Education Engineering Sector in South Africa.
- 18:45 - 19:45 Dinner
- 19:45 - 20:00 Innovation 101 - part 1
Mr Peter Greenwall
Songwriter, author, entrepreneur and "errorthoughtical" engineer. His musical scores have featured on World Cup opening ceremonies, Miss World Pageants, London musicals and multimedia stage shows.
- as of 21:00 Buses depart for the hotel

12 Detailed Program: Monday

MONDAY MORNING, 21 NOVEMBER

08:00-08:55 Registration and refreshments in Commerce Building Foyer

PLENARY PANEL: THE STATUS QUO

ROOM 2.58

CHAIR: PROF. ANTHONY STAAK

WHERE DO WE STAND? TO WHAT EXTENT ARE COUNTRIES, BUSINESSES & EDUCATION INSTITUTIONS UP TO THE CHALLENGES OF THE 21ST CENTURY?

09:00-09:05 Welcome and introduction

Prof Anthony Staak
Deputy Vice-Chancellor: Academic, CPUT

09:05-09:30 Where are we as a nation, continent and interconnected world with regard to providing a political framework for country competitiveness and global sustainability? Where do we need to be?

Minister Trevor Manuel
South African Minister in The Presidency; past Minister of Finance and past Minister of the National Planning Commission; Member of Parliament since 1994; Chancellor of CPUT

09:30-10:30
Moderated discussion Where does Africa stand - compared to the rest of the world - in terms of higher education, R&D & Innovation?

Dr Chris Nhlapo
Deputy-Vice Chancellor of Research, Technology Innovation and Partnerships, CPUT

SA experiences of the medium-sized subsidiary of a globally active German company with regard to skills & competencies

Mr Michael Baumann
MD and CEO, MTU South Africa Pty Ltd; past Director Naval Propulsion Systems at MTU Friedrichshafen in Germany; past Head of Financial Controlling at TUEV Rheinland Japan

Growing talent in MBSA; A global company's challenges with regard to skills development

Ms Nobuzwe Mangcu
Member of the Executive Board of Directors and Divisional Manager: Group Corporate Affairs, Mercedes-Benz South Africa (Pty) Ltd (MBSA); past head of MBSA's Supply Chain and Sales Support Division. Ms Mangcu was one of MBSA's Ikamva participants, a programme in which high-potential, young talent in the company receive tailor-made skills and managerial training.

Micro MBA - working at the base of the pyramid

Mr Cedric Buffler
CEO at Trident Institute (Micro-MBA) , Cape Town, South Africa. Mr Buffler has been working with entrepreneurs with micro and small businesses since 1987.

Discussion

10:30-11:00 Networking break

MONDAY MORNING, 21 NOVEMBER, CONT.

PLENARY: FUTURE SCENARIOS & STRATEGIES FOR SUCCESS

CHAIR: NINA MAPILI

INTRODUCTION TO SCENARIO THINKING; EXAMPLES OF BUSINESS AND EDUCATION-RELATED STRATEGIES

| | | |
|-------------|--------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 11:00-11:50 | Using scenario thinking to develop strategies for a sustainable future | <p>Ms Chantell Ilbury</p> <p><i>Ms Chantell Ilbury is one of South Africa's leading strategists and facilitators, working both locally and internationally. She specialises in guiding companies and other organisations through their strategic conversations on the future, and she believes passionately in the power of scenario thinking to unlock the best ideas on strategy. While at UCT Graduate School of Business in 2000, she first met Clem Sunter. They shared their ideas on scenario planning that led to the writing of their best-selling book The Mind of a Fox. The second book Games Foxes Play was launched in April 2005; and their third, Socrates & the Fox, in November 2007.</i></p> |
| 11:50-12:10 | Working toward a Sustainable Future - a Business Perspective | <p>Dr Beate Schlageter</p> <p><i>Corporate Technologies, Siemens AG, Munich, Germany.</i></p> <p><i>Dr Schlageter is an international business and technology consultant, with cross-sectional business units/divisions experiences especially in strategic marketing, international new business development, technology evaluation and R&D-portfolio-management.</i></p> <p><i>In Siemens AG, Dr Schlageter leads strategy and innovation projects to enhance and build-up product, business and R&D portfolios for the Siemens Operative Divisions and Corporate Technology, to understand and address future market, business needs and technology requirements.</i></p> <p><i>Her current focus is in the area of smart sustainable cities in general and related city infrastructure issues e.g. energy, water, lighting, buildings for different regions. She developed a comprehensive scenario of a smart sustainable city in 2030 - 2050 to understand the main city challenges and to derive potential innovative solutions for the future.</i></p> |
| 12:10-12:30 | Strategies for ensuring the relevance of educational institutions in the knowledge-based economy | <p>Dr Ronny Adhikarya</p> <p><i>Dr Adhikarya had a long career in international development assistance, serving for 35 years at the World Bank, United Nations and other international organizations.</i></p> <p><i>At the World Bank, he directed the Knowledge Utilization through Learning Technologies (KULT) Program which included franchising and marketing demand-driven educational/training services to ensure financial health/sustainability as part of institutional/staff capacity development programs. He promoted the improvement of training quality and effectiveness through a 5-year program that benefited 922 senior education or training executives from 258 development institutions in 63 countries.</i></p> <p><i>He was then appointed as the Food and Agriculture Organization (FAO)/United Nations Representative & Country Director for Pakistan where he served until 2005.</i></p> |
| 12:30-12:45 | Discussion | |
| 12:50-13:00 | Group photo (to be taken outside conference venue) | |
| 13:00-13:40 | Lunch | |

14 Detailed Program: Monday

MONDAY AFTERNOON, 21 NOVEMBER

PLENARY: INNOVATION 101 - PART 2 (CONTINUED FROM THE EVENING BEFORE)

MR PETER GREENWALL

13:45-14:25 Innovation 101

BREAKAWAY SESSIONS

| | SCENARIO WORKSHOPS Groups explore scenario implications for business and education and formulate long term goals and strategies | | | | CREATIVE SESSION | PAPER SESSIONS | |
|--------------|---------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|--------------------------------------------------------------------------------|-------------------------------------------------------------------|-----------------------------------------------------------------------------|---------------------------------------------------------------------------|
| 14:30 -15:45 | Long boom Facilitators: Mrs N. Musabayana & Mrs Theresa Mazoyo Rm: 3.61 | Divided World Facilitator: Dr Ronny Adhikarya & Ms Cecilia Gaolathe Rm 3.60: | Perfect Storm Facilitator: Ms Margaret Bennett & Mr Colet Ncube Rm: 3.59 | Hard Times Facilitators: Mr Andreas Wenzel & Mr Eddie Kaluwa Rm: 3.58 | Innovation Lab Facilitator: Mr Peter Greenwall Rm: 3.78 | Entrepreneurship Education Chair: Prof Norbert Grünwald Rm: 2.56 | Incubation Chair: Prof Johannes Cronjé Rm: 2.57 |
| 15:45 -16:15 | Networking Break | | | | | | |
| | TOOLS AND SKILLS | | | | IDEAShOP | CREATIVE SESSIONS | |
| 16:30 -17:15 | Finance for SMEs Ms Theresa Mazoyo & Mr Tapiwa Majaka Rm: 3.61 | Organisational Excellence & ISO - where is the value add? TBD & Mr Colet Ncube Rm: 3.60 | Strategic communication Mr Abius Akwaake & Mr Femi Kayode Rm: 3.59 | TBD Rm: 3.58 | Monetizing tacit knowledge Dr Ronny Adhikarya Rm: 3.78 | Empowering Future Entrepreneurs Mr Vincent Joyner et al. Rm: 2.56 | Incubation & Mentoring Prof Cronjé, Mr Chris Vermeulen Rm: 2.57 |

17:15 -18:00 Time to freshen up

18:00 -18:15 Departure for dinner, one bus at a time, as they fill. Buses leave from the Best Western Cape Suites Hotel.

DINNER AT PIGALLE RESTAURANT 57A Somerset Road, Green Point, Cape Town

18:15 -18:45 Arrival, mingling, seating

SCENARIO FEEDBACK

CHAIR: MR ANDREAS WENZEL

18:45 - 19:15 Each Scenario Team provides feedback on workshop results

19:15 Dinner served; music

ca. 21:30 Buses return to hotel

DETAILS OF PAPER SESSIONS FROM PAGE 14

| | ENTREPRENEURSHIP EDUCATION ROOM: 2.56 | INCUBATION ROOM: 2.57 |
|-------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | Chair: Prof. Norbert Grünwald, Rector, Hochschule Wismar | Chair: Prof. Johannes Cronjé, Dean of Informatics and Design, CPUT |
| 14:30 | New Degree Programme “Students in Companies” Mrs Regina Krause, Wismar University, Wismar, Germany. p 42 | Exploring the effectiveness of a work integrated learning programme in contributing towards the employability of graduates: the graduate intern's perspective Mr Carver Pop, Polytechnic of Namibia, Windhoek, Namibia. p 47 |
| 14:45 | Enhancing competitiveness and enterprise development needs through entrepreneurial skills training for SMEs in the South African Motor Body Repair sector. Mr Goodwell Muyengwa, University of Johannesburg, Johannesburg, South Africa. p 45 | Conceptualising the selection process of business incubators: a review Mr Goosain Solomon, Stellenbosch University, Stellenbosch, South Africa. p 50 |
| 15:00 | The Role of Project Management Education in Enhancing Self-Employment Mr Gaetan Ngabonziza, CPUT, Cape Town, South Africa. p 45 | Entrepreneurship: Rethinking the future Mr Johan Esbach, CPUT, Cape Town, South Africa. p 35 |
| 15:15 | Study of Students-oriented and Talent-cultivated “Package” Prof Yibin Liao, Shijiazhuang University of Economics , Hebei, China. p 44 | The influence of culture on project management in emerging businesses Mr Wilfred Fritz, CPUT, Cape Town, South Africa. p 36 |
| 15:30 | Critical project administrator functions; a survey of required competencies for effective project administration. Mr Larry Jowah, CPUT, Cape Town, South Africa. p 40 | Challenge your challenges – SME Development and Support at the Centre for Entrepreneurial Development Ms Ngunoue Cynthia Kaimu, Polytechnic of Namibia, Windhoek, Namibia. p 41 |

16 Detailed Program: Tuesday

Tuesday Morning, 22 November

08:00-08:55 Refreshments

PLENARY PANEL: BENCHMARKS AND VISIONS

CHAIR: PROF NICO BEUTE

WE EXAMINE AN INTERNATIONALLY RECOGNIZED BENCHMARK AND NEW APPROACHES TO A SUSTAINABLE FUTURE

| | | |
|--------------|----------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 09:00-09:20 | Lessons learned from Singapore | <p>Mr Guy Lundy <i>CEO of Accelerate Cape Town, a business initiative that brings together the leaders of large corporates and other stakeholders in the Cape Town city region to develop and implement a long-term vision for sustainable, inclusive economic growth.</i> <i>He also works as a futurist and professional speaker through his professional speaking company, Future Insight Consulting, and he is the owner of Centric Management, the South African distributor of eGain Technologies, knowledge management software for the contact centre industry.</i> <i>He has written 2 books: "South Africa: Reasons to Believe!" and "South Africa 2014: The Story of our Future".</i></p> |
| 09:20-09:40 | Entrepreneurial Universities | <p>Prof Dr Norbert Grünwald <i>Rector of Hochschule Wismar – University of Technology, Business and Design. Since 2005 he has been leading the university's drive to become an entrepreneurial university.</i></p> |
| 09:40-10:20 | ZAZIDA - a unique place of learning about responsible business leadership & entrepreneurship | <p>Mr Vincent Joyner <i>Founder and CEO, Zazida Institute of Entrepreneurship; Founder and CEO, HIP in Africa; past CEO Accor Southern Africa at Accor Hospitality; past Managing Director at Formula 1 Hotels Southern Africa.</i> <i>Zazida is an innovative non-profit, low-cost, self-sustaining, post-secondary, inductive learning and values based school focusing on Entrepreneurship for youth in South Africa.</i></p> |
| | Partnering with suppliers for a sustainable future | <p>Mr Justin Smith <i>Sustainability Head at Woolworths in South Africa; past Head Governance and Sustainability at Nedbank; past Associate - Environmental law at Edward Nathan; past Environmental risk manager at Standard Bank.</i></p> |
| | Addressing the gap between education and business needs in Namibia | <p>Mr Carver Pop (TBC) <i>Director: Cooperative Education at Polytechnic of Namibia; past Group Manager: Human Resources Business Connexion; past Manager, Cresco Skills Development. Mr Pop is currently a member of a team developing Namibia's new national strategy and policy on internships.</i></p> |
| | Beyond BEE - From Entitlement to Self Reliance and Self Respect | <p>Mr Temba A. Nolutshungu <i>Mr Nolutshungu joined the training division of the Free Market Foundation in 1989 and was appointed Director in 1990. He played a prominent role in the Black Consciousness Movement in his youth and was detained on two occasions. He was a Director of the V&A Waterfront.</i></p> |
| | Discussion | |
| 10:40 -11:00 | Networking Break | |

"One of the biggest misconceptions about starting your own business is that the first thing you need to do is get funding. You shouldn't actually take any money until you absolutely need it – and this should only be after about a year of hard work on your own . Starting out by working on your own computer at your desk at home, even on your bed, is the best way."

Rapelang Rabana, Entrepreneur

18 Detailed Program: Tuesday

Tuesday Morning, 22 November, cont. (select either the Business Plenary or a Paper Session)

BUSINESS PLENARY

FACILITATOR: PETER GREENWALL

THE ENTREPRENEURIAL JOURNEY

ROOM 2.58

11:00-11:35

SADC ENTREPRENEURS GROW THEIR BUSINESSES

- Mr Eddie Kaluwa, MD/Founder, Combine Cargo, Blantyre, Malawi
 - Going international from Malawi, the warm heart of Africa
- Mr Abius Akwaake, Founder/Executive Director & Mr Femi Kayode, Managing/Creative Director, adforceDDB, Windhoek, Namibia
 - striving to provide world class communications solutions in Namibia and beyond
- Owners of select “young” enterprises from SADC countries: Morgan Chisiri, et al.

11:35-12:30

SOUTH AFRICAN TECHNOLOGY COMPANIES GOING GLOBAL

- Mr Eric Edelstein, CEO/Founder, www.evly.com
 - Eric Edelstein is a financial analyst turned serial internet entrepreneur, and occasional angel investor. He co-founded the incuBeta group of companies which included brands such as Search Marketing Company Clicks2Customers.com, Affiliate Network TrafficSynergy.com and website builder Yola.com . His latest internet startup is Social Network meets Crowdsourcing & Crowdfunding - evly.com
- Mr Eran Eyal, CEO/Founder, springleap.com
 - CEO/Founder Springleap.com; CoFounder evly.com; M&G Top 200 South Africans; Old Mutual top 36 Entrepreneurs; Tech presenter on Radio 702, Cape Talk. Practitioner of Shaolin Kung Fu & Bagua.
- Ms Rapelang Rabana, Co-founder/CEO of Yeigo and Global Head of R&D, www.telfree.com
 - Yeigo, a Cape Town based start up, developed some of the earliest innovative mobile VoIP applications. Partnered with the Telfree Group of Companies, a pioneering next-generation operator, to provide a full range of telecommunications services in South Africa.
- Mr Vinny Lingham, CEO/Founder, Yola.inc
 - South African Internet entrepreneur and founder and vice-executive chairman of Yola SA and SF, a San Francisco-based Web 2.0 start-up that provides free website building, publishing and hosting services.
- Mr Tony Mallam, Cape Venture Partners; Understanding Venture Capital
 - Partner at CVP, Associate Director at Greenhouse Capital, CFO at Texforce
- Discussion

12:30-13:15

Lunch

Tuesday Morning, 22 Nov, cont. (select either the Business Plenary or a Paper Session)

PAPER SESSIONS

| | ENTREPRENEURIAL CONCEPTS & STRATEGIES RM 2.56 | BEST PRACTICE & FUTURE SCENARIOS RM 2.57 |
|-------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 11:00 | Entrepreneurial University - Reflections from the economy Mr Hartmut Domrose, Hochschule Wismar, Wismar, Germany. p 34 | Sustainability in Romanian higher education Mr Valentin Grecu, Lucian Blaga University of Sibiu, Sibiu, Romania. p 37 |
| 11:15 | Intercultural Innovation Insight Workshops Mr Costas Mantzalos, Frederick University Cyprus, Nicosia, Cyprus. p 44 | Building Principles of Sustainable Business into Entrepreneurial Ventures: A Comparative Study by the University of Cape Town Mr Gaontebale Nodoba and Mr Stuart Hendry, School of Management Studies, Cape Town, South Africa. p 46 |
| 11:30 | Focus Group Strategies In Promoting Community And Enterprise Development Mr Bennett Alexander, CPUT, Cape Town, South Africa. p 30 | Problems of Constituting University Centers for Intellectual Property Exploitation, from the Perspective of the Innovative – Entrepreneurial Education Prof Augustin Semenescu, University Politehnica of Bucharest, Bucharest, Romania. p 48 |
| 11:45 | 5 Minute Break | |
| 11:50 | “Science to Market” as a Pedagogic Tool for Research Commercialisation Prof Gabriele Beibst, University of Applied Sciences Jena, Jena, Germany. p 31 | Improving Organisational Performance through Advanced Business Education Dr Roger Silberberg, Innovation Africa, Cape Town, South Africa. p 49 |
| 12:05 | Study of vendor-managed inventory practices in South African retail industry Mr Partson Dube, University of Johannesburg, Johannesburg, South Africa. p 35 | From the laboratory to production: Where is the discontinuity? Dr Shepherd Bhero, University of Johannesburg, Johannesburg, South Africa. p 32 |
| 12:20 | Discussion | Discussion |
| 12:30 | Lunch | |

20 Detailed Program: Tuesday

Tuesday Afternoon, 22 November

| | | | | | | |
|-------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|
| | BREAKAWAY SESSIONS | | | | PAPER SESSIONS | |
| 13:15-14:15 | TALK WITH ENTREPRENEURS | | | CREATIVE SESSION | BEST PRACTICES & FUTURE SCENARIOS | INNOVATION AND TECHNOLOGY |
| | The entrepreneurs from the preceding sessions will have "stations". Participants will have the opportunity to interact with the entrepreneurs of their choice in 10 minute tact. (Get tickets to “Talk Sessions” at the registration or information desk.) | | | Envisioning paths to a future Beyond BEE Mr Temba A. Nolutshungu, Mr Carver Pop Rm: 3.78 | Details on papers being presented are at right Chair: Prof Jean-Pierre Contzen Rm: 2.56 | Details on papers being presented are at right Chair: Prof Chris Winberg |
| 14:15-14:20 | 5 minutes to move to the next session | | | | | |
| 14:20-15:05 | TOOLS | | | BUILDING SUSTAINABLE BUSINESSES | | |
| | Crowdsourcing using Evly.com Mr Eric Edelstein Rm: 3.61 | Website design using Yola.com Mr Vinnie Lingham Rm: 3.60 | Part 1 Using social media to grow your business Mr Eran Eyal Rm: 3.59 | Discussion: Venture Capital Mr Tony Mallam Rm: 3.58 | Discussion: sustainability strategies Rm: 2.56 | Rm: 2.57 |
| 15:05-15:30 | Networking break | | | | | |
| 15:30-16:15 | BREAKAWAY SESSIONS | | | | | |
| | TOOLS | | | BUILDING SUSTAINABLE BUSINESSES | | INNOVATION AND TECHNOLOGY |
| | Search Engine Optimization Mr Eric Edelstein Rm: 3.61 | Function like a world-class company using Cloud services Ms Rapeleng Rabana Rm: 3.78 | Part 2 Using social media to grow your business Mr Eran Eyal Rm: 3.59 | The Journey to Excellence Ms Nina Mapili Rm: 3.58 | Ten things you should & shouldn't do when seeking a partner to grow your business. Mr Geoff Hainebach Rm: 2.56 | Discussion: Innovation and Technology Facilitator: Dr Beate Schlageter Rm: 2.57 |

DETAILS OF PAPER SESSIONS FROM PAGE 20

| BEST PRACTICES & FUTURE SCENARIOS ROOM: 2.56 | | INNOVATION AND TECHNOLOGY ROOM: 2.57 | |
|---------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| Chair: Prof Jean-Pierre Contzen | | Chair: Prof Chris Winberg | |
| 13:15 | A Development of Instructional Strategies and Materials for Green Management Course Prof Ling-Yu Melody Wen, National Changhua University of Education, Changhua City, Taiwan . p 52 | Development of Small and Medium and Micro-Enterprises in South Africa through Business Incubators Mr Forbes Chiromo, University of Johannesburg, South Africa. p 33 | |
| 13:30 | Engineering's responsibility for the future of the environment: Planning China's Energy Future Prof Harold P. Sjursen, New York University/Polytechnic Institute, New York, USA. p 49 | Innovative Fast Time Simulation Technology – A new Competitive Element in Maritime Education Prof Knud Benedict, Hochschule Wismar, Wismar, Germany. p 31 | |
| 13:45 | Exploration & Practice of Chinese Universities' Innovative Education Prof Dongheng Hao. p38 A New Education Pattern of Innovative and Applied Talents Prof Lisheng Wang. p51 | Internet, Web applications and Social media challenges for engineering education and entrepreneurship Prof Danco Davcev, University "Sts Cyril and Methodius", Skopje, Macedonia. p 33 | |
| 14:00 | On the Practical Teaching Content Based on Professional Features Prof Qinjun Du. p34 All from Shijiazhuang University of Economics, Hebei, China. Presented with the support of Prof Yibin Liao of the same university. | International virtual team work as a means of informing the integrated nature of business. Dr Bryan Temple, Glasgow Caledonian University, UK. p 50 | |
| | 14:15 | 5 Minute Break | |
| | 14:20 | Governing the Internet technology adoption process for the Small and Medium Hospitality Enterprise (SMHE). Ms Bukelwa Ngoqo, Univ. of Fort Hare, Fort Hare, South Africa. p 46 | |
| | 14:35 | Bridging the Gap Between Theory and Practice Prof Claudiu Isarie, Lucian Blaga Univ. of Sibiu, Sibiu, Romania. p 39 | |
| | 14:50 | Re-curriculating: Can an Engineering lecturer contribute to meet 21st century Africa's challenges? Mr Kant Eliab Kanyarusoke, CPUT, Cape Town, South Africa. p 41 | |

Tuesday Afternoon, 22 November

PLENARY: WAYS FORWARD - A BUSINESS PERSPECTIVE

CHAIR: MS NINA MAPILI

WE WILL LOOK AT LESSONS LEARNED AND CONSIDER WHAT THEY IMPLY, ESPECIALLY WITH REGARD TO THE BUSINESS COMMUNITY.

- | | | |
|---------------|----------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 16:15 - 16:35 | Lessons learned, observations thus far | <p>Mr Andreas Wenzel <i>Secretary General of SAFRI; past Vice President and Regional Manager Southern Africa: Afrika-Verein, the German-African Business Association</i></p> <p>Ms. Regina Krause <i>Deputy Director of the Robert Schmidt Institute, a central facility at Wismar University tasked with driving key initiatives to promote entrepreneurial thinking and actions amongst the university's students and staff</i></p> |
| 16:35 - 16:50 | Ways Forward - A Business perspective | <p>Prof Dr h.c. Jürgen E. Schrempp <i>Chairman of SAFRI, the Southern Africa Initiative of German Business.</i> <i>Mr Schrempp began his career as an apprentice mechanic for Daimler-Benz in 1961, and retired in 2005 after serving as Chairman of the Board of Management and CEO of DaimlerChrysler AG for 10 years.</i> <i>From 1974-1987, Mr Schrempp lived in South Africa, where he served in the management of the Group's subsidiary. From 1984 to 1987 he served as Chairman/CEO of Mercedes-Benz South Africa. With his deep experience in Africa, Mr Schrempp is applying his management expertise on the boards of several South African companies. He is Non-Executive Chairman of Mercedes-Benz South Africa and Independent Lead Director of the South African Coal, Oil and Gas Corporation Ltd. (SASOL), among other positions.</i> <i>He has been recognized for his social work in Africa, including his efforts to bring attention to and alleviate the HIV/AIDS pandemic. In 1999 former South African President Nelson Mandela, who Schrempp is honored to call a friend, awarded him the country's highest civilian honor, the Order of Good Hope, for his outstanding support of South Africa. He is Chairman Emeritus of the Global Business Coalition on HIV/AIDS.</i></p> |
| 16:50 - 17:10 | Discussion | |
| 17:10 - 18:30 | Reception | Sponsored by SAFRI, the Southern Africa Initiative of German Business |

24 Site Visits: Wednesday

Wednesday, 23 November, Site visits

08:00 Departure from Best Western Cape Suites Hotel

BUSINESS AND INCUBATOR SITE VISITS Preregistration required; spaces are limited. A small fee to cover the cost of transport may be collected.

08:45 - 09:30 MTU South Africa

MTU South Africa is a wholly owned subsidiary of MTU Friedrichshafen, a leading worldwide manufacturer of large diesel engines and complete drive systems. The core business is diesel engines and the brand name is a promise of ethical business practices, system integrity, quality, reliability, dependability, and optimal life cycle costs.

MTU South Africa's primary purpose is to meet customers' needs for diesel engine products and services. The company is responsible for sales and support of MTU diesel engines and drive systems for Power Generation, Mining, Construction, Rail, Defence and Marine applications in the Sub-Sahara region – with output power ranging from 20kW to 9000kW

Local commitments are closely supported by the factory in Germany while assistance from the extensive worldwide MTU customer service network is also available.

In 2011, MTU South Africa will be celebrating 10 years of successful operations in South Africa. The company's successes make it possible to sustain and develop the expertise of its people, expand its product support capabilities and thereby contribute significantly towards the attainment of national development and social imperatives. <http://www.mtu-online.com/south-africa/mtu/mtu-south-africa/>

10:00 - 10:45 Furntech

Furntech is South Africa's only Centre of Excellence for the furniture industry and is the first port of call for anyone looking for information on business incubation and / or skills development in furniture manufacturing.

Furntech's dedication to quality service delivery and its national footprint has resulted in the Forest Industries Education and Training Authority (FIETA) recognizing Furntech as the Institute of Sectoral and Occupational Excellence for the industry.

The two components which form Furntech's integrated service are: Business Technology Incubation of small and micro enterprises (SMEs), and Vocational Skills Development. <http://www.furntech.org.za/>

11:15 - 12:30 Bandwidth Barn

The Cape Town-based Bandwidth Barn has been in operation since 2000 and is today regarded as one of the leading ICT business incubators in the world. The Bandwidth Barn is a fully-owned subsidiary of the Cape IT Initiative (CITI), a Section 21 company, and the development and promotions agency for the ICT sector in the Western Cape.

Focusing on the ICT Sector in the Province, the BWB encourages innovation and provide ongoing training and support needed to help ICT SMMEs to overcome the entry barriers to employment, start-up, survival and growing their businesses and thus accelerate their development. <http://www.bandwidthbarn.org/>

13:00 - 13:45 Lunch at conference venue, CPUT

WALKING TOUR OF "THE FRINGE" Preregistration required; spaces limited. A small fee to cover the cost may be collected.

13:45 - 15:30 Departure from the Commerce Building foyer for a walking tour of "The Fringe".

The Fringe is the area between the CPUT Cape Town campus and Buitenkant street - Cape Town's Innovation District.

Wednesday, 23 November

08:00-08:55 Refreshments at conference

PLENARY: INNOVATION AND GLOBAL TRENDS

CHAIR: PROF NORBERT GRÜNWARD

- 09:00-09:45 The challenge of developing a competitive innovation system in an emerging economy
 Prof Jean-Pierre Contzen
Studied engineering and nuclear physics at the Université Libre de Bruxelles. He started his professional career in 1959 at the Nuclear Research Centre of Mol, moving in 1964 to the European Launcher Development Organisation ELDO and subsequently in 1969 to the European Space Organisation ESRO. He is currently Chairman of the Board of Directors von Karman Institute for Fluid Dynamics, Special Adviser to the Minister of Science, Technology and Higher Education of Portugal, Invited Professor at the Eurasian National University of Kazakhstan and President of the Russian Scientific Foundation "Nansen International Environmental and Remote Sensing Centre" in Saint Petersburg. He is also a member of the Committee of Applied Sciences of the Royal Belgian Academy and Foreign Corresponding Member of the Academy of Sciences of Portugal.
- 09:45 - 10:30 Tracking the Future: Global Trends to shape the world in the next decade & beyond
 Mr Daniel Silke
Daniel Silke is one of South Africa's leading Independent Political Analysts, Futurists and Keynote Speakers. As an acclaimed presenter of outstanding keynotes & seminars for corporates and conventions, Silke has over 15 years experience in delivering stimulating, and insightful lectures in over 50 countries. He specializes in global future trends, international relations as well as South African and African political & economic developments.

10:30-11:00 Networking Break

PAPER SESSIONS (DETAILS ON FOLLOWING PAGES)

| | | | | |
|---------------|----------------------------------|------------|---------------------------------------------|----------|
| 11:00 - 12:00 | ENTREPRENEURIAL EDUCATION | ROOM: 2.56 | STRATEGIES FOR COMPETITIVE EDUCATION | RM: 2.57 |
| 12:00 - 13:00 | Lunch | | | |
| 13:00 - 14:00 | ENTREPRENEURIAL EDUCATION | ROOM: 2.56 | STRATEGIES FOR COMPETITIVE EDUCATION | RM: 2.57 |

BREAKAWAY SESSIONS

| | | |
|---------------|--------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|
| 14:00 - 14:45 | Discussion on Entrepreneurial Education Chair: Mr Andre Van Der Bijl, CPUT, Cape Town, South Africa | Discussion on Strategies for Competitive Education Chairs: Prof Cecilia Jacobs & Dr Colleen Moodley, CPUT, Cape Town, South Africa |
|---------------|--------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|

CLOSING PLENARY

CHAIR: PROF NORBERT GRÜNWARD

14:45 Closing remarks

26 Papers to be Presented: Wednesday

DETAILS OF PAPER SESSIONS FROM PAGE 25

| | ENTREPRENEURSHIP EDUCATION ROOM: 2.56 Chair: Mr Andre Van Der Bijl | STRATEGIES FOR COMPETITIVE UNIVERSITIES RM: 2.57 Chair: Prof Cecilia Jacobs |
|-------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 11:00 | Considerations on the Long Term Influence of the Entrepreneurial Innovative Research and Education on the GDP Growth in the Emergent Economies. Prof Augustin Semenescu, University POLITEHNICA of Bucharest, Bucharest, Romania. p 47 | Conception of new interdisciplinary courses – Master of Business Administration “Health Care Management” Prof Heike Kraußlach, University of Applied Science Jena, Jena, Germany. p 43 |
| 11:15 | Entrepreneurs get sick over the holiday season Dr Justin Kennedy, Munitz Institute, Cape Town, South Africa p 42 | Innovative Teaching using Integrated Tasks for an Engineering Course Mrs Rolita Rode La Cock, CPUT, Cape Town, South Africa. p 43 |
| 11:30 | Increasing Competitiveness Of South African Companies Through International Development Programmes With Special Focus On The Renewable Sector Mr Wilfred Fritz, CPUT, Cape Town, South Africa. p 36 | Clustering For The Development Of Engineering Students’ Use Of Enterprise 3.0 Prof Olaf Bassus, Hochschule Wismar, Wismar, Germany. p 30 |
| 11:45 | Something’s happening here, but you don’t know what it is Dr Michael Heinrichs, Hochschule Wismar, Wismar, Germany. p 38 | Bringing Maritime Engineering Education to Angola – the Case of the Namibe Fishery Academy Prof Piotr Jedrzejowicz, Gdynia Maritime University, Gdynia, Poland. p 40 |

DETAILS OF PAPER SESSIONS FROM PAGE 25, CONTINUED

| | ENTREPRENEURSHIP EDUCATION ROOM: 2.56 Chair: Prof Andre Slabbert | STRATEGIES FOR COMPETITIVE UNIVERSITIES RM: 2.57 Chair: Dr Colleen Moodley |
|-------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 13:00 | South Africa's Changing Teacher Education Policy Framework and its Implications for Business and Engineering Education Mr Andre Van Der Bijl, CPUT, Cape Town, South Africa. p 51 | Developing the Role of Universities in Contributing to Poverty Reduction Mrs Jane Conlon, University of Coventry, Coventry, United Kingdom. p 29 |
| 13:15 | Entrepreneurial potential of students at Wismar University Mrs Kati Wolfgramm, Hochschule Wismar, Wismar, Germany. p 52 | From interdisciplinary to transdisciplinary higher education for international business Prof Dr Andreas Bucker , Wismar University, Wismar, Germany. p 32 |
| 13:30 | Research and entrepreneurship on Location Based Services and Museum Information Systems Prof Dr Juergen Sieck, University of Applied Sciences Berlin, Berlin, Germany. p 48 | Engineering Education In Nigeria: Challenges And Prospects Mr Eko J. Akpama, Cross River University of Technology, Calabar, Nigeria. p 29 |
| 13:45 | The Gap Between Universities and Business - Causes and Effects - Environmental Engineering Education in Romania Prof Claudiu Isarie, Lucian Blaga University of Sibiu, Sibiu, Romania. p 39 | The place of the University of Technology in serving industry, business and society: a delicate balance, a steady hand... Prof Dr. Norbert Grünwald, Hochschule Wismar, Germany. p 37 |

28 Auxiliary Program: Thursday and Friday

Thursday, 24 November

City orientation, Table Mountain & Half day Winelands tour

Guests will meet with their local English speaking tour guides at 08:15 o'clock on Constitution Street in front of Best Western Cape Suites Hotel for their transfer to Table Mountain and the Cape Winelands. Note: if the weather is poor, the order of tour will be reversed.

The tour will drive guests through the city's main road, Adderley Street past the company gardens and Castle of Good Hope before arriving at the city's famous landmark, Table Mountain. Here guests will enjoy a short cable car journey to the top where they will have time to enjoy the panoramic view over the city bowl and Peninsula.

Entrance fees for Table Mountain are included. Following Table Mountain the tour will continue to the Cape Winelands.

This is a wonderful tour and a visit to the Cape Winelands region is always recommended where mountain ranges, valleys and beautiful scenery are all part of the highlights.

During the course of the afternoon guests enjoy a visit to one of the historical wine farms in the area where they enjoy a private cellar tour and wine tasting (3 - 5 wines per tasting). Following which they will spend time in the university town of Stellenbosch where they can explore the town and visit interesting local shops such as Oom Samie se Winkel. Here guests will find anything South African in this shop including wines from the local wine estates, antiques, confectionary, sweets, jams, furniture and curios.

A further wine tasting will then be enjoyed before making their way back to the CPUT Grounds.

Arrival at the hotel will be at approximately 17:00.

Cost: R750.00 per person.

Friday 25 November

Robben Island Tour

Guests meet with their local tour guides at 12:00 o'clock on Constitution Street in front of Best Western Cape Suites Hotel and board the bus for a short transfer to the Nelson Mandela Gateway located at the V&A Waterfront. Those who elect to visit the Waterfront earlier in the day may meet the group at the Nelson Mandela Gateway building foyer at 12:20 o'clock.

The Robben Island ferry departs from the V & A Waterfront, near the Clock Tower, and takes guests on a 3 - 3 1/2 hour journey to the historical island where Nelson Mandela was imprisoned.

Lunch is not included and will be for guests' own arrangements.

Upon arrival back at the Nelson Mandela Gateway, transfer will be provided back to the hotel, arriving about 17:00.

Cost: R400.00 per person.



ENGINEERING PROFESSION FOR SUSTAINABLE INNOVATION IN THE DEVELOPING COUNTRIES.

EKO. J. AKPAMA^{1,*}, OGBONNAYA. I. OKORO²

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² Department of Elect/Elect Eng'ring, Micheal Okpara University of Agric, Umudike, Umuahia, Abia, Nigeria

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ABSTRACT

For any economy to strive for sustainable innovation, the engineering profession must be given its rightful place. This is the profession that drives the economy of any nation. The awareness, impact and training, need to be evaluated without which the role or relevance of engineering will not be noticed. The engineering profession and engineering infrastructure must be sustained and updated to enhance industrialization for the globalized economy. In many developing economies, engineering is not seen as the driver of the economy. Engineers are used and dumped many a times. In this regard, this paper discusses engineering profession's on positive innovation mostly in the developing countries. For sustainable innovation to thrive, the engineering profession must be taken seriously by stakeholders as regards funding engineering education, providing adequate engineering infrastructure, manpower development, poverty reduction through entrepreneurship and creating enabling environment for engineering practice.

Keywords: Sustainability, University Education, Innovation, Industrialization, Entrepreneurship, Poverty Reduction.

FOCUS GROUP STRATEGIES IN PROMOTING COMMUNITY AND ENTERPRISE DEVELOPMENT

BENNETT ALEXANDER, JANE CONLON*

Cape Peninsula University of Technology, Cape Town, South Africa

*University of Coventry, Coventry, United Kingdom

ABSTRACT

This paper is based on the work of the Tabeisa organisation in promoting social and commercial entrepreneurship towards community development and presents a critical perspective on managing Focus Group Sessions (FGS) that are focussed on pertinent development issues within socially disadvantaged communities. The power relations that inform ownership and efficacy of community development projects are interrogated using a framework based on critical theory. The role of a "higher functioning" project facilitator is investigated in facilitating an "ownership" discourse.

The experiences around a series of Tabeisa FGS are reported which were conducted in the process of delivering various and divergent entrepreneurship development projects. The Is'baya fruit farming development project in the Eastern Cape was used as a case study. The paper provides practical insight into the management of FGS by providing analysis and anecdotal accounts of the experiences of the "Is'baya" project.

The perceived non-reporting of information by facilitators during FGS or community exchanges is investigated on the basis of observed imbalances in the respective dynamics that typically manifest. This paper consequently focuses on the socio-cultural and power relationships that may manifest within sessions and potentially compromise the effective gathering of data and information against the defined agenda of the project.

DEVELOPING THE ROLE OF UNIVERSITIES IN CONTRIBUTING TO POVERTY REDUCTION

BENNETT ALEXANDER, JANE CONLON*

Cape Peninsula University of Technology, Cape Town, South Africa

*University of Coventry, Coventry, United Kingdom

ABSTRACT

Africa is unique as the only continent in which the proportion of the population in poverty is growing. By 2015 the number of African poor is expected to rise to over 400 million. Economic growth remains a fundamental factor underpinning the alleviation of poverty in Africa. In order to halve poverty by the year 2015, as set in the United Nations Millennium Development Goals, economies will need to grow by 7 per cent a year, nearly double the current rates.

Universities have a unique role in the development process. As part of the formal education system they provide a principal institutional mechanism for the development of human skills and knowledge. Traditionally and uniquely, universities combine this role with the creation of knowledge through activities including research, R&D, knowledge transfer to business and consultancy. This combination of intellectual capital and capacity building provides compelling reasons for universities to be at the forefront of efforts to accelerate economic growth in Africa.

Yet, economic growth alone does not automatically benefit the poor. This paper describes and analyses the lessons learnt by a consortium of higher education institutions who since 1994 have collaborated to identify and implement strategies through which higher education institutions can directly contribute to economic growth and poverty reduction.

CLUSTERING FOR THE DEVELOPMENT OF ENGINEERING STUDENTS' USE OF ENTERPRISE 3.0

OLAF BASSUS, ANDREAS AHRENS, JELENA ZAŠČERINSKA*

Hochschule Wismar, University of Applied Sciences: Technology, Business and Design, Wismar, Germany

*Centre for Education and Innovation Research, Riga, Latvia

ABSTRACT

Enterprise 3.0 which penetrates our society more thoroughly with the availability of broadband services has already been widely integrated into the contemporary processes and work environments. The synergy between Enterprise 3.0 and clustering advances innovation-stimulating environments in engineering education. The present research proposes phases of clustering to enhance engineering students' use of Enterprise 3.0 in tertiary education. Aim of the research is to analyze effectiveness of clustering for the development of engineering students' use of Enterprise 3.0 in tertiary education. The meaning of the key concepts of "Enterprise 3.0" and "clustering" is studied. Moreover, the study demonstrates how the key concepts are related to the idea of "engineering education". The explorative research has been used. The empirical study was conducted within the Sixth Baltic Summer School Technical Informatics and Information Technology at Kaunas Technical University, Lithuania, August 13-28, 2010. The sample involved 28 participants of the Sixth Baltic Summer School. Descriptive statistics (mean and standard deviation) were used for primary data analysis. The empirical results reveal that clustering with use of Enterprise 3.0 within the Sixth Baltic Summer School Technical Informatics and Information Technology is effective for the development of engineering students' use of Enterprise 3.0. Finally, directions for future research are proposed.

‘SCIENCE TO MARKET’ AS A PEDAGOGIC TOOL FOR RE-SEARCH COMMERCIALISATION

GABRIELE BEIBST, HEIKO HAASE, ARNDT LAUTEN-SCHLÄGER, ANIKA THOMAS

University of Applied Sciences Jena, Jena, Germany

ABSTRACT

Despite the importance of spin-offs to transfer research results from academia to industry, only a mere fraction of university patents is commercialised by new venture formation. The present paper introduces a pedagogic tool called ‘Science to Market’ to commercially exploit unused academic patents through the creation of innovative businesses. The tool is embedded in entrepreneurship education and uses the creative potential of interdisciplinary teams. A number of implications and future prospects are drawn up.

Keywords: Higher education; Pedagogy; Patent commercialisation; Entrepreneurship Education; Students; Germany.

INNOVATIVE FAST TIME SIMULATION TECHNOLOGY - A NEW COMPETITIVE ELEMENT IN MARITIME EDUCATION

KNUD BENEDICT, SANDRO FISCHER, MICHAEL GLUCH, MATTHIAS KIRCHHOFF, MICHAEL BALDAUF*, SEBASTIAN KLAES*

Hochschule Wismar, University of Applied Sciences - Technology, Business & Design ISSIMS, Rostock-Warnemuende, Germany

*World Maritime University, Maritime Risk and System Safety (MaRiSa) Research Group, Malmö, Sweden

ABSTRACT

New concepts for on board displays and simulation tools were developed at Maritime Simulation Centre Warnemuende MSCW in research projects funded by the German Federal Ministry of Education and Research. A fast time simulation tool box was developed to simulate the ships motion with complex dynamic models and to display the ships track immediately for the intended or actual rudder or engine manoeuvre. This “Simulation Augmented Manoeuvring Design and Monitoring” - SAMMON tool box allow for

- A new type of design of a manoeuvring plan as enhancement of the common pure way point planning and
- Unmatched monitoring of ship handling processes to follow the underlying manoeuvring plan.

During the manoeuvring process the planned manoeuvres can be constantly displayed together with the actual ship motion and the predicted future track.. This Dynamic Simulation Tool is intended be used on board of real ships but is also an effective tool for training in ship handling simulators because the trainee can immediately see the result of the actual rudder, engine or thrusters commands. The project is an excellent example to demonstrate how universities can use technology to become more competitive. The results of the ongoing research were used to found a new start-up company.

32 Paper Abstracts—In Alphabetical Order of Presenters

FROM THE LABORATORY TO PRODUCTION: WHERE IS THE DISCONTINUITY?

SHEPHERD BHERO

University of Johannesburg, Johannesburg, South Africa

ABSTRACT

The bulk of research output comes to a dead end right in the laboratory and never mature to commercial undertaking. A few projects break through; however, the time to full commercialisation is far too long. The majority of research outcomes are consigned to shelves forever, succeeding only as far as meet the research quotas or satisfy the scientific curiosity of investigators. Developing countries in particular cannot afford any research drudgery that has no real economic value. Industry has specific objectives and sees no business sense in bankrolling ill-fated research activity. The present paper explores the bottlenecks along the research process and the possible causes of long transition research output to leave the laboratory.

Key words: Research output, industrial application, commercialisation, economic value

Theme: Research and development and its role in industry and commerce

FROM INTERDISCIPLINARY TO TRANSDISCIPLINARY HIGHER EDUCATION FOR INTERNATIONAL BUSINESS: A CRITICAL REFLECTION ON THE POSSIBILITIES AND LIMITS OF INTEGRATING DIFFERENT DISCIPLINES

ANDREAS BÜCKER

Hochschule Wismar
University of Applied Sciences
Technology, Business and Design

ABSTRACT

This paper is about interdisciplinary higher education for international business. It discusses conceptual and practical questions related to the question of how to prepare students from different scientific disciplines for international business. It presents the concept of and the experience gained in an interdisciplinary study programme designed to facilitate and strengthen international encounter and exchange between domestic and visiting bachelor students at the University of Wismar. The programme's curriculum is interdisciplinary and covers a wide range of issues related to international business. With regard to teaching aims and methods the programme has been developed step by step, with the focus gradually shifting from providing knowledge to developing skills and competences.

With regard to this programme which is designed for business students the paper looks into the question of how students from different scientific fields can be taught in an integrated way. The paper analyses the potential benefits of a shift from interdisciplinarity to transdisciplinarity. The basic characteristics of multi-, inter- and transdisciplinarity are set out before exploring their differences in a context of designing international business education. Finally strategic options for further developing higher education for international business are discussed.

DEVELOPMENT OF SMALL, MEDIUM AND MICRO-ENTERPRISES IN SOUTH AFRICA THROUGH BUSINESS INCUBATORS

FORBES CHIROMO

University of Johannesburg, Johannesburg, South Africa

ABSTRACT

This paper investigates the role that universities could play in supporting business incubators in South Africa. The study was done at a time that South Africa was experiencing immense challenges in identifying opportunities for creating employment. In the first quarter of 2011, the rate of unemployment rose to 25%. Records also show reveal that 75% of new small, medium and micro enterprises (SMMEs) fail prematurely after a short period of existence. The study first looked at the business incubator initiatives in Brazil, China and India as benchmarks. In these countries business incubators are the nexus points where the industrial world interfaces with the academia. They promote economic development in two ways; first, in business development associated with direct production and second, in the human development index. Business incubators also help diversify economy. They can be initiated in governmental organizations, local government communities, universities, research institutions and private consortiums. The study investigates the intervention of South African universities in support of incubators. It also recommends the underlying critical success factors for university-linked business incubation.

Keywords: Business incubators, small and medium enterprises, employment creation, universities, South Africa.

BRIDGING THE GAP BETWEEN THEORY AND PRACTICE

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VALENTIN PETRESCU,
CARMEN NOVAC**

"Lucian Blaga" University of Sibiu, Sibiu, Romania

ABSTRACT

This paper will focus on the experience in the field of waste management education and practical knowledge achieved by students and professors during the internship in Norway and the valuable experience exchange with specialists from Environmental Engineering field, environmental agencies, industry and universities. The case study presented has several objectives: it evaluates waste amount for urban areas against the rural areas on three municipalities Brasov, Medias, and Harghita; it estimates correlations between waste types percentage according to collection method applied in the region; it observes waste collection variation in frequency of collection services between areas and estimates the generation indicator; presents update data/information on household waste types and compares data about different types of waste to Waste Management Regional Plans. The entrepreneurial skills must develop among students and courses added to curricula; hands-on practice is also essential. Environmental Engineering field of study had developed strong cooperation with Regional Agency for Environmental Protection Sibiu, and certainly with all the companies related to environment through this agency. The study presented is of most authenticity as being the first practical research on waste regional network of landfill sites related to household waste composition analysis.

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THE GAP BETWEEN UNIVERSITIES AND BUSSINESS - CAUSES AND EFFECTS - ENVIRONMENTAL ENGINEERING EDUCATION IN ROMANIA

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ABSTRACT

The paper reflects the existing problems in Environmental Engineering education at "Lucian Blaga" University of Sibiu Romania and the improvements made in order to add benefits to curricula and students entrepreneurial skills. This study evaluates the Industrial Engineering and Environmental Protection curricula - bachelor degree. The objectives of this paper are: to identify the causes and the effects of the present gap between universities and business environment, to build bridges between universities and socio-economical environments and to apply efficient methods in order to develop entrepreneurial skills for the students applied to environmental engineering and sustainable development. The way problems have been identified using the cause-effect analyses tools and solutions found to be, implemented are presented in this paper. Achievements already done and gapes hard to be cross are guidelines focuses for future developments. The best and the most suitable way to help environmental engineering field to develop is, to strength link between foreign universities, with better experience in the main fields. New ways to face the entrepreneurial challenges had been, identified to optimally, prepare students to meet the challenges of sustainable development and environmental issues.

INTERNET, WEB APPLICATIONS AND SOCIAL MEDIA CHALLENGES FOR ENGINEERING EDUCATION AND ENTREPRENEURSHIP

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ABSTRACT

Internet provides people with knowledge as close as the end of their fingertips. By using Web applications on our fixed or mobile and wireless devices, we can access the data at any place and any time. Telepresence becomes possible in healthcare, education collaboration and entrepreneurship, control of processes, robots etc. Social media can connect engineers with common interest by using personalization possibilities, help finding fast resolutions of problems and expand borders of knowledge in form of collective intelligence. Mobile learning (M-learning) enables collaboration between engineers, researchers and students by providing easy communication and exchange of knowledge. M-Learning combined with social media provides good connection with people that share common interest. The mobile environment can use several channels to provide services: SMS, voice, USSD, and mobile Web.

In this paper, several services that are published through different communication channels will be presented. M-learning is connected with all mobile services and its integration is planned for our future work. Within the evaluation of these services, our results for Quality of Experience (QoE) testing will be reported with several suggestions on development of new types of services.

ENTREPRENEURIAL UNIVERSITY - REFLECTIONS FROM THE ECONOMY

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ABSTRACT

Wismar University pays special attention on teaching its students entrepreneurial skills. But is it successful? What are the areas of competencies particularly valuable for companies employing university graduates?

Staff from Robert Schmidt Institute of Wismar University interviewed more than 100 entrepreneurs focusing on three questions: “What kind of entrepreneurial skills companies expect from graduates?” “How do they assess the actual skills of graduates?”, and “How do the graduates of Wismar University perform compared to those of other universities?”

With regard to the enterprises required entrepreneurial skills the graduates of Wismar University are always rated slightly better than other graduates. The results could be seen as a confirmation that the way of Wismar University to become an entrepreneurial university is successful.

Keywords: Entrepreneurship, entrepreneurial university, company

ON THE PRACTICE TEACHING CONTENT BASED ON PROFESSIONAL FEATURES

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ABSTRACT

Based on analyzing the importance of practice teaching in modern higher education, this paper believes that these problems exist in the construction of university practice base now: without a definite orientation, no satisfactory results, simple style, etc. Professional practice bases are recommended to be built as far as building the potential employment market, realizing the educational mode combining of producing, studying and researching, and cultivating the students' ability to adjust to the society are concerned. At last, the proposed practice base construction modes are the government promoting, projects leading, win-win cooperation and others.

Keywords: institutions of higher learning; professional features; practice base; model

SUSTAINABILITY IN ROMANIAN HIGHER EDUCATION

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ABSTRACT

This paper aims to realize a diagnosis of the Romanian Universities from the sustainability point of view. A study has been carried out in order to identify the current situation, as seen by some management officials from several Romanian universities, and another research was conducted on students' perception and awareness level regarding sustainability. The study aims to find out the extent to which the concept of sustainable development (sustainability) is known and implemented in Romanian higher education. The main obstacles in implementing the concept are identified and some major changes that are needed for the transformation of Romanian education in terms of its sustainability are proposed.

Keywords: sustainable development (sustainability), Romanian higher education, university management, student perceptions.

THE PLACE OF THE UNIVERSITY OF TECHNOLOGY IN SERVING INDUSTRY, BUSINESS AND SOCIETY: A DELICATE BALANCE, A STEADY HAND...

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ABSTRACT

The university system began as mediaeval theological colleges invested with a legalistic cast, and ultimately these evolved into the modern university of technology. In between these two models lies the modern "traditional university", which is very distinct from the university of technology. The former had its genesis in the Renaissance and was realized in the Reformation: it embodies an educational system that extolls a broad scholarship, particularly in the Arts, Classics, Law and Medicine. The latest additions, applied science and engineering, reflect a subtle move away from an imperative to "understand our world" to that of "changing our world". The first universities of technology came to the fore in the latter half of the 20th Century with the clear aim to serve the needs of industry and business; the vigorously robust approach to learning in the university of technology model reflects a more hands-on approach, with a strong emphasis on "how to", rather than "why?" The social environment, especially in the West, that led to the university of technology is explored, along with an evaluation of the manner in which it serves both its clients and the wider community.

EXPLORATION AND PRACTICE OF CHINESE UNIVERSITIES' INNOVATION EDUCATION

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ABSTRACT

This paper, based on the comparison with foreign countries, focuses on innovative education and points out the main factors that restrain the development of Chinese innovative education. Seen from university development, by using the experiences of innovative education models in foreign countries, the paper concludes that innovative education is the inevitable requirement for the development of higher education. It also discusses basic measures in open education, concept of innovative education, innovative construction of teaching staff, innovative construction of curriculum system and innovative education theory.

Key words: innovative education; university development; exploration and practice

SOMETHING'S HAPPENING HERE, BUT YOU DON'T KNOW, WHAT IT IS

DR. MICHAEL HEINRICHS, PROF. DR. NORBERT GRÜNWARD

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ABSTRACT

Today, schools, universities as well as the industrial and the business sector have to face great challenges. Schools and universities especially have to teach not only professional knowledge, but they are also obliged – by the technical or business sector – to go far beyond, namely teaching forward-looking skills and competences. Thus, the Robert Schmidt Institute at the University of Wismar analysed the competences which are needed and hence taught. From the analysis ten necessary entrepreneurial competences have been derived that allow students to facilitate future challenges and thus offer more employability. Anyway, these more or less pragmatic competences only sprout shoots and grow if students are open-minded, tolerant and democratic and – this is maybe the most important point – if society is willing to move away from a more traditional way of thinking and adopting a more entrepreneurial way of thinking and acting.

Keywords: Competences, future, entrepreneurial acting, open-minded, democratic

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BRINGING MARITIME ENGINEERING EDUCATION TO ANGOLA – THE CASE OF THE NAMIBE FISHERY ACADEMY

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ABSTRACT

The paper discusses experiences and draws conclusions from the first stage of the project aiming at establishing the Namibe Fishery Academy in Angola. In the paper we outline barriers and problems that has been encountered so far and discuss milestones that need to be reached before project goals can be reached in full. The first stage of the project has been recently completed. The construction works in Namibe are carried-out according to schedule. A substantial part of laboratory equipment including ship handling and ship engine simulators has been delivered. Detailed curricula and laboratory manuals covering all the subjects at several specializations taught at the Bachelor of Science level have been prepared and accepted by Angola Ministry of Fisheries. In the following sections we discuss economical and political context of the project, provide an outline of the project history and goals, present the project scope and its results at the completion of the first stage, evaluate project future and draw final conclusions. The main final conclusion is that government – business – academia partnership is a necessary but not sufficient requirement for building and implementing an engineering higher education institution in a developing country.

CRITICAL PROJECT ADMINISTRATOR FUNCTIONS; A SURVEY OF REQUIRED COMPETENCIES FOR EFFECTIVE PROJECT ADMINISTRATION

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ABSTRACT

The growth of management-by-projects as a way of business in the manufacturing industry and the increase in infrastructure development in South Africa attracts a relook at the way projects are managed. There is an unprecedented demand for qualified project managers across the industries in South Africa, this has attracted the academia to provide short courses in project management. Numerous Project Management Associations have been established to define standards and expectations for a qualified project manager, but no such association is in existence for project administrators. One critical element of projectification is hitherto ignored, and this has not been considered of importance enough to be given a focused treatise. The research findings establish that Project Administration is different from other forms of administration, and needs a focus that relates closely to the expectations of the job. Whilst it is part of project management, it is not project management and is the support service from which the wheel of project management turns from. The day to day operations of the practitioners were interrogated, and a list of critical subjects are proposed for the offering of a three year National Diploma in project administration as entry qualification into the field of project management. Of particular interest is the need to write a book specifically in generic project administration, which is not in existence at the present moment.

CHALLENGE YOUR CHALLENGES

MARGARET BENNETT, CYNTHIA KAIMU

SME Development and Support at the Polytechnic of Namibia Centre for Entrepreneurial Development (CED)

ABSTRACT

This paper provides a brief background of the current socio-economic situation in Namibia and the pertinent role of Small and Medium Enterprises (SME's) in combating the high level of unemployment. Inadequate capacity in both the public and private sectors has been identified as one of the main bottlenecks for sustainable development in Namibia.

It is imperative that educational Institutions join national efforts to spearhead and develop required skills. CED provides training and mentorship programmes with funding from development partners in the quest to challenge national challenges. These produced astounding results evidenced in the case studies below:

Mr. Jeremia Kahambea is owner and manager of Jergo's Cleaning Services CC's, a waste management business established after the outsourcing of a section of Waste Management by a local Municipality. Mr. Kahambea, although experienced in waste management had inadequate business management skills. Today after the training and mentorship through CED, he operates a successful business with more than 25 employees and a growing client base.

Ms. Katrina Haidula owns Pillow Manufacturing and Distributor CC, a pillow manufacturing business. She enrolled for CED training and mentorship programme that equipped her with relevant skills, enabling her to increase her production capacity, sales and in, increasing monthly profits.

RE-CURRICULATING: CAN AN ENGINEERING LECTURER CONTRIBUTE TO MEET 21ST CENTURY AFRICA'S CHALLENGES?

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ABSTRACT

Africa faces great challenges in harnessing its resources for the benefit of its people in an increasingly competitive world. Lack of understanding of engineering and failure to deploy modern technology are arguably the root cause of these challenges. The continent's engineering education institutions are therefore expected to help change this. But they have their own well documented problems. I review these and point out others. I argue that solutions to some can come from within the academics and institutions with or without government help: Curriculum, textbooks, student motivation, etc. are addressed. I propose and illustrate the principle of *Student Participatory Dynamic Flexibility in Curriculum*. It is shown that the approach can help hasten learning of engineering and be used as one of the means to help transform Africa's supply chains. Finally, recommendations to various university based stake holders are given: the students – who should be adaptive to rapid changes in curricula; lecturers – who must adopt flexibility, seek industrial exposure, exploit the technological vacuum and write suitable books; the administrators – who should re-examine policies in line with relative values of teaching, research and society service.

Key words: Engineering curriculum; Engineering education; Africa's challenges; Thermodynamics course.

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ENTREPRENEURIAL ILLNESS OVER THE YEAR END HOLIDAY SEASON: THE USE OF TECHNOLOGY TO ADDRESS SYMPTOMATOLOGY AND RESILIENCE TOWARD IMPROVING PERFORMANCE.

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ABSTRACT

The purpose of this paper is to provide an overview of the research findings regarding the causes of sickness over the yearend holiday period experienced by entrepreneurs. The author documents causes and symptoms in this regard as well as the application specific technology designed to report on and offer sustained relief from allostatic load symptoms for entrepreneurs. The author refers to protocols that have been previously published detailing which techniques along with the technology have shown to be appropriate and/or most effective to reinstitute neuro-physiological homeostasis.

NEW DEGREE PROGRAMM “STUDENTS IN COMPANIES”

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ABSTRACT

Internship at university is a system of on-the-job training for a special period of time. Student internships provide opportunities for students to gain work experience in their field, determine if they have an interest in a particular career, or gain credits. Since 2009 Wismar University has been offering a degree programme which combines academic studies and work experience called "Students in Companies".

This highly innovative educational project allows holders of secondary school diplomas to start a mixed career, studying at Wismar University and work in a company. The goal of the model is to prepare young students to be highly qualified, so that they can meet the actual needs of the current labour market, considering the observed lack of entrepreneurial competences among the graduates in the market.(4)

Within this model Wismar University wants to create a synergy between university and company by permitting a group of students to be employed as “working students” by local companies while at the same time achieving a degree at the university. Unlike already existing programmes student will be able to simultaneously work in a real business environment with gaining practical work experience.

This paper describes the backgrounds and the approach of this model and shows first results.

CONCEPTION OF NEW INTERDISCIPLINARY COURSES – MASTER OF BUSINESS ADMINISTRATION “HEALTH CARE MANAGEMENT”

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ABSTRACT

The University of Applied Sciences Jena has substantial competencies for health issues in its engineering, business and social departments. In 2010 the interdisciplinary centre of competence “Health” was founded to concentrate these competencies. Among others it deals with the challenges of an increasing rate of economy in the health sector. In addition to practical research, the centre of competence focuses on new teaching issues. One new offer is the establishment of the Master of Business Administration (MBA) “Health Care Management”, which aims to integrate education and health even more closely. It provides a factor of success to meet the mentioned needs. The target group of the MBA includes managers of public health care in medical, nursing, social, and business fields.

The MBA is offered as a part-time course. A high expertise and the practical knowledge in the respective area are assured by collaborating with other universities and a university hospital. The curriculum is highly interdisciplinary and teaches issues of business and health economy as a holistic process.

With the establishment of the new course the University of Applied Sciences Jena meets the current and future needs of medical institutions, especially hospitals, for economic knowledge.

INNOVATIVE TEACHING USING INTEGRATED TASKS FOR AN ENGINEERING COURSE

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ABSTRACT

This paper describes the use of innovative teaching methods in an engineering discipline by members of that profession. It is set at two University of Technologies (UoTs) that employ integrated tasks training (ITT) and evaluation through a portfolio of evidence for final assessment of the subject Engineering Surveying.

The ITT coin various subjects from the various engineering courses, to prepare the students for the reality of the work place, while teaching them the basic skills of life. The ITT encourages and teaches the students to develop skills, and empower them to become competent to adapt to technological changes. Institutions cannot teach all the theory in allocated timeslots, and reductions in staff numbers and resources bring in higher staff student ratios, which without innovation may compromise on quality.

The paper discredits the idea of extending course hours or programme years to cover all content, recommending instead that teaching concentrate on the basics, while developing the student's skills without reducing the overall outcome quality. In the end, the engineering programs remain compliant with professional bodies' standards.

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STUDY OF VENDOR-MANAGED INVENTORY PRACTICES IN SOUTH AFRICAN RETAIL INDUSTRY

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ABSTRACT

Vendor managed inventory (VMI) is a model for supply chain collaboration gaining ground in multiple industries around the world. This paper describes with the help of case studies how vendor managed inventory model manages the needs of a retail industry supply chain in South Africa. The purpose of this paper is to explore the performance increase achieved by vendor managed inventory, demand uncertainty, and lead time and also to investigate apparent differences among large and small sized enterprises in terms of objectives, obstacles and impacts of VMI in South African retail industry. The paper uses an exploratory multiple case study with data from four operational VMI dyads, evaluating both buyer and supplier perspectives. It is observed that large retail industries in South Africa have started adopting VMI for improving their business performance due to installation of effective enterprise resource planning systems. Small and medium enterprises have communication barriers and limited financial resource to implement VMI effectively. The analysis would be useful for the developing VMI adoption strategies in South Africa context.

Keywords: Supply chain, Retail, Small to medium-sized enterprises, Enterprise Resource Planning, Vendor managed inventory, bullwhip effect, South Africa

ENTREPRENEURSHIP: RETHINKING THE FUTURE

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ABSTRACT

Entrepreneurship is a challenge that transcends the South African labour landscape; it permeates the boundaries of African states. The socio-economics in Africa, demands a diverse work force and UoTs are best positioned to deliver key competencies to the work force. Engineering is key to problem solving, but entrepreneurship expands the engineering offering by changing the environments engineering practices in. This article expropriates the engineering view regarding the importance of entrepreneurship education. The changing technological environment dictates a broad approach, one that considers the impact of the engineering but also the impact on the environment. This requires a fresh perspective, a new way of thinking. Graduating from a UoTs must mean that the graduate's are equipped provide a solution rather than just solve the problem. This changed thinking could lead to wealth and job creation, as well as to address unemployment and poverty in the African context.

Key words: Engineering entrepreneurship, technology transference, unemployment, poverty alleviation

THE INFLUENCE OF CULTURE ON PROJECT MANAGEMENT IN EMERGING BUSINESSES

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ABSTRACT

Culture influences the way we do business, our communication, the importance of time, the way how to deal with problems and go about conflicts as well as the criteria for choosin[g business partners. Being aware of cultural differences in doing business is one of the important key factors for successful international project management. In South Africa many engineering graduates entering industry in the real world are faced with problems in project management. Students lack soft skills necessary to manage projects properly and to successfully complete them on time. Many of the emerging small businesses are driven by the initiatives taken by the owners. According to statistics most normally fail due to lack of project management hard and soft skills. The aim of the authors is to promote proper business acumen between different cultures.

INCREASING COMPETITIVENESS OF SOUTH AFRICAN COMPANIES THROUGH INTERNATIONAL DEVELOPMENT PROGRAMMES WITH SPECIAL FOCUS ON THE RENEWABLE SECTOR

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ABSTRACT

A possible route for small, upcoming businesses to become more competitive is through exposure with established companies that are well-versed in the use and implementation of the latest technology and management skills. By participating in international developmental programmes where this company-mentoring aspect is emphasized, the required management competencies, which are often in short supply in most of medium-sized companies in SA, can be further developed. International exposure and insight into governmental policies and institutions, which support businesses in other countries, can enhance the competitiveness of SA companies. South Africa has embarked on a massive renewable energy implementation programme that aims to have 42% of its energy requirements derived from renewable sources by 2030. The implications in terms of capital and human resource development are huge, estimated at ZAR 18 billion per annum for wind and solar photovoltaic alone. The absence of local operational feed-in renewable systems has been identified as an ideal opportunity to support the development of young South Africans, given our impending venture into this market. This paper discusses an international developmental programme that has been developed and implemented with financial support from the Bavarian government in Germany. Although targeting critical engineering management issues, the programme includes aspects of German culture and networking, intended to grow and sustain networks between the two countries.

A STUDY OF STUDENT-ORIENTED AND TALENT-EDUCATED “PACKAGE”

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ABSTRACT

In the rapidly developing modern society, university students who are faced with the challenges of the society and life become aware that it is inadequate for them to have only book knowledge obtained at university for their career life, and their professional competence acquired at school is really limited for their employment or career development. This paper argues that fostering students' professional competence at university should focus on their professional comprehensive competence, taking the needs of both students and the society into consideration. Based on the professional core quality model and 4 classifications of work posts, this paper attempts to discuss and design a talent-educated “package”, which is believed very necessary. Meanwhile it emphasizes that it is of importance for the university to reform current education concepts, content and methodology so as to offer a forceful resource platform for the smooth implementation of the “package”.

INTERCULTURAL INNOVATION INSIGHT WORKSHOPS

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ABSTRACT

A two-week international workshop was held in Finland during February 2010 and again in Glasgow in February 2011. Entitled “Intercultural Innovation Insight Workshop” (3EYES), they were sponsored by the European Lifelong Learning programme. Students from Portugal, Cyprus, Czech Republic, Finland and the United Kingdom were placed in multi-cultural teams of five. Each team had two product designers, one graphic designer, one financial and one marketing student. They were set the task to devise new product ideas for a local company and they had two weeks within which to do it. These intensive workshops comprised lectures and practical tutorials as well as ideation sessions for the new product ideas and represent one way in which international issues may be appreciated and accommodated. This paper will compare the two events and discuss issues of social responsiveness, shared goals and identity and draw conclusions on the suitability and sustainability of this form of activity.

ENHANCING COMPETITIVENESS AND ENTERPRISE DEVELOPMENT NEEDS THROUGH ENTREPRENEURIAL SKILLS TRAINING FOR SMES IN THE SOUTH AFRICAN MOTOR BODY REPAIR SECTOR.

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ABSTRACT

The paper explored the potential of entrepreneurship education in enhancing competitiveness and enterprise development within small and medium enterprises operating in the Motor Body Repair sector of the South African automotive industry. A survey was carried out to ascertain enterprise development needs and competitiveness requirements. Curricula followed in auto body repair training do not consider entrepreneurship education. Auto body training focusses on repair and replacing of motor vehicle bodywork that would have been damaged in an accident or from vandalism. Enterprise development is affected by poor infrastructure, lack of funding, use of poor and old equipment and limited access to markets. Competitive requirements noted were the need for certified multi-skilling training offered by Original Equipment Manufacturers on new vehicle maintenance technologies, acquisition of recommended repair equipment from Original Equipment Suppliers and the need to integrate entrepreneurship education in the auto body repair curricula. Entrepreneurship education would enhance efficient business and financial management, creativity, innovativeness, marketing and job creation opportunities. For educators' entrepreneurship education would prepare students for ever changing labour markets and encourage them to create new enterprises.

Key words: Competitiveness, enterprise development, entrepreneurship education

THE ROLE OF PROJECT MANAGEMENT EDUCATION IN ENHANCING SELF-EMPLOYMENT: STUDENTS' PERCEPTIONS

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ABSTRACT

Tertiary education graduates are increasingly faced with unemployment, which poses a serious obstacle to South Africa's economic growth. This paper is an outcome of the survey that investigated the role of project management education in enhancing graduates' self-employment. The study was descriptive in nature and used a survey questionnaire to answer questions pertaining to the extent to which project management education is important in enhancing self-employment endeavours. Data was collected with the use of a self-administered structured questionnaire. Collected data was analysed using the statistical software for social science (SPSS 19) for descriptive statistics in the form of tables and charts. The study found that project management education may either enhance individual entrepreneurial ability, thereby increasing the likelihood of self-employment or increase opportunities for paid employment, both of which reduce unemployment. The results of this study suggest that graduates unemployment can only be eliminated if students are provided with the right skills and knowledge to match the requirement of the employment market. Moreover, the study suggests that graduates should be assisted financially at the initial stage of their self-employment activities.

Key words: project management, education, self-employment

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GOVERNING THE INTERNET TECHNOLOGY ADOPTION PROCESS FOR THE SMALL AND MEDIUM HOSPITAL- ITY ENTERPRISE (SMHE)

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ABSTRACT

The SME sector makes a significant contribution to the economies of developing countries. Small and Medium Hospitality Enterprises (SMHEs) within the tourism industry are identified as a key component of this sector. The Internet has created a global marketplace for SMHEs and has thus become an indispensable tool for not only marketing or communicating with consumers, but it also provides a platform for consumers to transact online. However, despite the advances in technology and in particular with Internet technologies, SMHEs are not effectively using these new technologies. This study sought to identify IT Governance principles which can be adopted by SMHEs as well as Information Systems (IS) success factors that will act as success indicators for SMHEs who implement technological solutions. The findings of this study led to the development of a model which acts as a guide when making the decision to adopt technology in order to improve SMHE competitiveness. The research methodology included mixed methods which incorporated data from the literature survey, questionnaires and observations completed by SMHE owners. The findings of this study confirm the existence of a positive link between the use of Internet technologies by SMHEs and their competitive advantage.

BUILDING PRINCIPLES OF SUSTAINABLE BUSINESS INTO ENTREPRENEURIAL VENTURES – A PEDAGOGICAL AP- PROACH FROM THE UNIVERSITY OF CAPE TOWN

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ABSTRACT

The School of Management Studies at the University of Cape Town (UCT) has developed an innovative and highly collaborative teaching approach that equips postgraduate Management students with the requisite skills to develop and deliver a live business project. The focus of the live project is on the triple bottom line of people (social responsibility); planet (environmental sensitivity) and profit (financial accountability). This innovative teaching approach comprises a collaborative effort between students, convenors of the Business in Context and Business Communication courses and small business owner-managers. The model was developed in an attempt to prepare students for challenges in the workplace and to offer technical support to small businesses (SMEs) in order to increase their competitiveness.

The paper will set out the rationale for the approach to teaching and explores ways in which business and academia can cooperate to tackle sustainability issues. It describes the design of interventions, amplifies the need for collaboration between academic departments and highlights the mutual benefits for both universities and participating small businesses as both aim to remain relevant and sustainable in the 21st century.

EXPLORING THE EFFECTIVENESS OF A WORK INTEGRATED LEARNING PROGRAMME IN CONTRIBUTING TOWARDS THE EMPLOYABILITY OF GRADUATES: THE GRADUATE INTERNS' PERSPECTIVE

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ABSTRACT

The objective of this research was to determine the effectiveness of a work integrated learning programme in contributing to the employability of graduate interns. A questionnaire measuring soft skills training, technical skills training and mentorship was developed and administered among a convenience sample of Graduate (N=79) in a ICT company. The findings confirmed the importance and effectiveness of soft skills and technical skills training and mentorship in enhancing the employability of graduate interns. The findings also showed the importance of a well structured work integrated learning programme in the enhancement of mentorship effectiveness. Recommendations for future research and practice are made.

Keywords: Work Integrated Learning Program, Graduate interns, soft skills training, technical skills training, mentorship,

CONSIDERATIONS ON THE LONG TERM INFLUENCE OF THE ENTREPRENEURIAL INNOVATIVE RESEARCH AND EDUCATION ON THE GDP GROWTH IN THE EMERGENT ECONOMIES.

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ABSTRACT

The present paper shows how the international productivity and competitiveness of a country depend on the rapid accumulation of knowledge based on the entrepreneurial innovative education and on the real transfer of the new technologies and positive experience.

Although there is no explicit relationship between the investments in education and the GDP variation the paper shows the existence of an influence of the education and scientific research on the economic growth of a country.

We made a long term evolutionary analysis of the GDP and we showed that the investments in education and research made four-five years ago are implicitly reflected in the GDP growth.

By studying the investments evolution in education and research the paper demonstrates the existence of a similitude between the previous shape of the investments' curve in education and research and an ulterior shape of the GDP' s curve.

Keywords: Entrepreneurial Innovative Research, Education, GDP growth, Emergent economies.

48 Paper Abstracts—In Alphabetical Order of Presenters

PROBLEMS OF CONSTITUTING UNIVERSITY CENTERS FOR INTELLECTUAL PROPERTY EXPLOITATION, FROM THE PERSPECTIVE OF THE INNOVATIVE – ENTREPRENEURIAL EDUCATION.

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ABSTRACT

The present paper offers an analysis of the concept of doctoral and research university, from the perspective of its transformation into an entrepreneurial university.

One of the instruments of this transformation is the audit of innovation management performance, which is presented as a case study applied in the University POLITEHNICA of Bucharest.

Another instrument is represented by the concept of “University Center for Intellectual Property Exploitation (UCIPE)”, which is presented in a real application, which was done for a project financed by The European Union in Romania.

There is presented a model for constituting and organizing a UCIPE and there is shown its influence on the modification of the university curricula, by introducing the concepts of the innovative – entrepreneurial education.

Keywords: Intellectual Property, University Centers, Innovative – Entrepreneurial Education.

RESEARCH AND ENTREPRENEURSHIP ON LOCATION BASED SERVICES AND MUSEUM INFORMATION SYSTEMS

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ABSTRACT

The development of computer technology, mobile devices and sensor technology during the past 30 years has continually affected the creation of new applications based on emergent technologies.

By combining the advantages of established technologies with these new approaches and furthermore adapting those criteria to the different user needs and application scenarios, including the location of users, we are able to extend existing applications with new mobile components and services.

The main focus of this paper is to describe the design of mobile multimedia indoor information systems and context-sensitive services based on a RFID sensor network in museums and passive RFID tags. In order to cover a wide range of applications a standard system architecture was developed.

The system and technologies are currently used in three companies. The company Acoustiguide develops the general concepts and the content, the company Bitmanufaktur develops and adapts the electronic equipment and the event management company Bureau Q offers the product and interface design as well as adapted solutions such as a RFID-based event management system.

IMPROVING ORGANISATIONAL PERFORMANCE THROUGH ADVANCED BUSINESS EDUCATION

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ABSTRACT

This paper addresses competitiveness and productivity issues facing business in today's connected, mobile and information-based society.

In South Africa, competitiveness has declined steadily. The World Economic Forum's Global Competitiveness Index ranks South Africa 34 in 2001 and 54 in 2010, meaning that the ability of South Africa to compete in international markets is worsening. South Africa has also slipped in other important indices. Key outcomes of this are the deteriorating ability of South Africa to transition into a knowledge economy, and adverse effects on the country's ability to create new industries and reduce unemployment.

Research conducted by the writers suggests that sub-optimal use of information assets plays a major role in this critical situation. In many cases, information management projects do not fulfil expectations or they simply fail. Decisions regarding the acquisition and deployment of information and knowledge management assets rest with senior executives, and they are not always appropriately informed about the impact on the organisation of emerging developments.

This paper describes a recently-launched course that will equip executives to extract maximum return from their investment in information technology. While this course is of major importance to a country with declining performance, it has equal relevance to organisations globally that need to maintain their performance in internationally competitive markets.

ENGINEERING'S RESPONSIBILITY FOR THE FUTURE OF THE ENVIRONMENT: PLANNING CHINA'S ENERGY FUTURE

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ABSTRACT

Graduate engineers working in the coal industry in China were asked to consider the environmental impact of China's energy future from the standpoint of:

- Growing demand
- Economic planning
- The benefits and dangers of new technologies
- Geo-political realities

This discussion addresses the specific role and responsibility of engineers in this complex scenario. The business and technical perspectives will both be considered. It is based upon the results of a graduate seminar taught to 14 mining engineers from the Xi'an coal institute during the summer of 2011.

CONCEPTUALISING THE SELECTION PROCESS OF BUSINESS INCUBATORS: A PROPOSED FRAMEWORK

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ABSTRACT

The business incubation process consists of sub processes namely selection, business support, mediation and graduation. The literature proposes that selection of incubatees has potential to influence the success rate of the incubation process.

This paper proposes a conceptual framework to improve the selection process of the incubation process. Incubator type, incubator objectives, stage in life-cycle of incubator as well as critical success factors have been identified as key factors and are proposed for consideration in the selection process. It is argued that the selection process informs the incubation process, distribution of roles between incubatee and incubator and acquisition and development of identified resource gaps.

INTERNATIONAL VIRTUAL TEAM WORK AS A MEANS OF INFORMING THE INTEGRATED NATURE OF BUSINESS.

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2 Marquette University, Milwaukee, USA:

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ABSTRACT

Success and effectiveness in Virtual teamworking is influenced by four interrelated dimensions [1]: virtual presence, social responsiveness, shared goals, and identity. We report on differential manifestation of these elements in communication and success of interdisciplinary teams.

In 2008/9, some UK engineering students worked with Finnish business students studying Entrepreneurship, others worked with USA business students studying project management, to create a feasibility study for a new product. Team members would gain experience within their own field and knowledge of that of their teammates. Video conferencing facilitated virtual team meetings.

Virtual teams developed a strong and positive **virtual presence** where teams recognized the value of videoconferencing in communications. Videoconferencing also enabled **social responsiveness**. Differences emerged with regard to **shared goals** and **identity** within the international teams, possible reasons will be discussed.

Differences emerged between visiting Asian/African and home students in UK, e.g. engagement with both videoconferencing and feasibility case. Individuals from collectivist nations may have different group working skills and be less prepared for communicating in project situations [2]. Our findings suggest numerous implications for teaching and engagement of virtual teams.

SOUTH AFRICA'S CHANGING TEACHER EDUCATION POLICY FRAMEWORK AND ITS IMPLICATIONS FOR BUSINESS AND ENGINEERING EDUCATION

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ABSTRACT

South Africa has a comprehensive policy framework for teacher education. Although the framework's comprehensiveness is partly the result of detailed structural differentiation of teacher education before 1994, its current structure is largely the result of the efforts of policy makers since 1994.

Prior to 1994 the primary focus in training educators for business and engineering was in developing teachers for high schools. As technical colleges were resuscitated following their upgrading to technikons, the schools policy framework was simply extended to college educators. Since 1994 the framework recognising educator qualifications has been revised twice, and envisage is a framework for teachers in schools and another for further education and training college (FETC) staff.

Business and engineering education has posed a perennial challenge for teacher education policy makers. Due to a shortage in business teachers business teacher education programmes have been in exiting since the 1970s. Similarly, the tendency for artisans to seek employment in education later in life resulted in the development of dedicated, in-service-based programmes, for people employed in technical high schools and FET colleges. As a result, two separate routes exist for business educators and three for engineering students. Although the proposed frameworks expand the entry possibilities for business and engineering graduates they also create challenges. These include appropriate knowledge and portability of qualifications.

A NEW "5E+3C" EDUCATION PATTERN OF INNOVATIVE AND APPLIED TALENTS

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ABSTRACT

The new education pattern is called "**5E+3C**". "**5E**" referring to five qualities of the students which we target at in our education. The first **E** stands for the **Engine**, which means a motivation of a student like a motor engine providing inner driving force. The second **E** represents **Essential**, which indicates the necessary basic knowledge and theories the students should master. The third **E** refers to **Exercise**, which can be interpreted as the operating abilities. The fourth **E** expresses **Exploration**, which means the spirits of tracing, research and exploration. The last **E** stresses **Entrepreneurship**, which refers to the quality of entrepreneurship. "**3C**" means that we should provide students with three kinds of teaching resources and services. The first **C** is the short form of **Condition**. We should provide students with good learning and teaching conditions. The second **C** is the short form of **Chance**. We should provide students with opportunities to take full advantage of the conditions. The third **C** is the short form of **Conduct**. We should provide students with scientific, rational and efficient guidance.

Key words innovative and applied talents, education pattern, gemology and material technique, **5E+3C**

52 Paper Abstracts—In Alphabetical Order of Presenters

A DEVELOPMENT OF INSTRUCTIONAL STRATEGIES AND MATERIALS FOR GREEN MANAGEMENT COURSE

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ABSTRACT

How business firms “Go Green” to create a sustainable environment has caused people attention worldwide recently. Different from traditional view, business firms shouldn’t only make profits, but also they need to care about social responsibility. Human resources is the most important asset of organizations. Employees should have qualified knowledge and skills to work effectively and efficiently. However, there is still a gap between schools and workplace about green management competencies and lack of well developed teaching materials for equipping talents for green related jobs. The purpose of this study was to develop instructional strategies and materials of green management for colleges to educate students to meet the needs of workplace. The focus group meeting and fuzzy Delphi technique were applied to establish the green management competencies in the previous study including 8 domains with 38 competencies. Therefore, the researchers developed 16 lessons of green management including teaching strategies and supplemental materials integrated into management course for colleges’ curricula. Based upon the findings, conclusions and recommendations would be made to provide for higher education, business training program and further study.

“ENTREPRENEURIAL POTENTIAL OF STUDENTS AT WISMAR UNIVERSITY”

**PROF. DR. NORBERT GRUENWALD, KATI WOLFGRAMM,
PROF. DR. OLAF BASSUS**
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ABSTRACT

The Wismar University is an entrepreneurial university and supports entrepreneurship in all areas. To guide this process and to select the right tools, it is necessary to know the entrepreneurial potential of students, as well as the potential to set up their own businesses.

In 2010 the Robert-Schmidt-Institute (RSI) initiated and supervised a bachelor thesis, which examined the potential, motivation and inhibition of student start-ups during their study. For the survey a total of 152 students from all three faculties - Engineering, Business and Design, were interviewed.

The findings of the thesis show the available entrepreneurial potential at Wismar University. In addition, it should be portrayed which motivation students need to have with the issue of start-ups during their study.

With these results, the RSI has the possibility to design suitable offers for the students of all faculties in order to continue and increase entrepreneurial spirit across the campus. In this way students get even more entrepreneurial competences, which they will take in companies where they will work after studying.

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Dr. Ronny Adhikarya

Dr Adhikarya had a long career in international development assistance, serving for 35 years at the World Bank, United Nations and other international organizations.

At the World Bank, he directed the Knowledge Utilization through Learning Technologies (KULT) Program which included franchising and marketing demand-driven educational/training services to ensure financial health/sustainability as part of institutional/staff capacity development programs. He promoted the improvement of training quality and effectiveness through excellence in customer service and appropriate uses of interactive & distance or mobile learning technologies, cyber-marketing, quality assurance, peer-based & participatory knowledge management, sharing and utilization. The 5-year program benefited 922 senior education or training executives from 258 development institutions in 63 countries.

He was then appointed as the Food and Agriculture Organization (FAO)/United Nations Representative & Country Director for Pakistan where he served until 2005.



Mr Abius Akwaake

Founder/Executive Director, adforceDDB, Windhoek, Namibia



Mr Michael Baumann

MD and CEO, MTU South Africa Pty Ltd; past Director Naval Propulsion Systems at MTU Friedrichshafen in Germany; past Head of Financial Controlling at TUEV Rheinland Japan.



Prof Nico Beute

Energy Unit, Engineering Faculty, CPUT; obtained his M Eng degree at the University of Stellenbosch in 1965 and his PhD degree from the Potchefstroom University for Christian Higher Education in 1993.



He retired as Dean of Engineering at the Cape Peninsula University of Technology (CPUT) in 2006 and is presently employed at the Energy Unit of CPUT. He is the chairperson of the Institute of Electrical and Electronic Engineers (IEEE)'s Education Chapter in SA as well as a past chair of the IEEE Section.

His research interests include the effective use of energy in the domestic, industrial and commercial sectors and he is actively involved in conferences promoting a sustainable energy future. He has served on and chaired numerous committees of the Engineering Council of South Africa (ECSA) and is presently the chairperson of the Engineering Standards Generating Board, responsible for developing standards for the Higher Education Engineering Sector in South Africa.

Mr Mbulelo Bikwani

Chairperson of CPUT Council, preacher of the Good News and Founder of Isiseko Family Institute, MD of Sucgrate Talent Search & Director of companies. Married to Nombulelo with 3 daughters.



Mr Cedric Buffler

CEO at Trident Institute (Micro-MBA), Cape Town, South Africa. Mr Buffler has been working with entrepreneurs with micro and small businesses since 1987. His Micro-MBA (for Managing Business Activities) course builds on many years of hands-on experience, and helps participants put their businesses on a more solid footing.



Mr Hans-Werner Bussmann

Consul General of the Federal Republic of Germany in Cape Town



Prof Jean-Pierre Contzen

Studied engineering and nuclear physics at the Université Libre de Bruxelles. He started his professional career in 1959 at the Nuclear Research Centre of Mol, moving in 1964 to the European Launcher Development Organisation ELDO and subsequently in 1969 to the European Space Or-



ganisation ESRO. In 1974 he began a 25 year association with the European Commission occupying successively the posts of Director of Programmes of the Joint Research Centre (JRC), Director for Science & Technology Policy, Director General of the JRC and Special Adviser of the Commissioner in charge of External Relations.

He is currently Chairman of the Board of Directors von Karman Institute for Fluid Dynamics, Special Adviser to the Minister of Science, Technology and Higher Education of Portugal, Invited Professor at the Eurasian National University of Kazakhstan and President of the Russian Scientific Foundation "Nansen International Environmental and Remote Sensing Centre" in Saint Petersburg. He is also a member of the Committee of Applied Sciences of the Royal Belgian Academy and Foreign Corresponding Member of the Academy of Sciences of Portugal.

Prof Johannes Cronjé

Johannes Cronjé is the Dean of the Faculty of Informatics and Design at the Cape Peninsula University of Technology. He started his career as a schoolmaster at Pretoria Boys High School, then became a lecturer in communication at Pretoria Technikon, and later a professor of Computers in Education at the Univ. of Pretoria.

He holds two masters degrees and a doctorate from the University of Pretoria, and was visiting professor at universities in Norway, Finland, Sudan and Ethiopia. He has supervised more than 70 Masters and 35 doctoral students and has published more than 40 academic articles and chapters in books. He is married to Franci and they have three children and a dog.



Mr Eric Edelstein

Eric Edelstein is a financial analyst turned serial internet entrepreneur, and occasional angel investor. He co-founded the incuBeta group of companies which included brands such as Search Marketing Company Clicks2Customers.com, Affiliate Network TrafficSynergy.com and website builder Yola.com. His latest internet startup is Social Network meets Crowdsourcing & Crowdfunding - evly.com

Eric is passionate about all types of online marketing, but especially pay per click, search engine optimisation, affiliate marketing and social media. Eric speaks regularly at tech conferences, and writes for business & technology media. Eric is now based between San Francisco and Cape Town, South Africa.



Mr Eran Eyal

CEO/Founder Springleap.com; CoFounder evly.com; M&G Top 200 South Africans; Old Mutual top 36 Entrepreneurs; Tech presenter on Radio 702, Cape Talk. Practitioner of Shaolin Kung Fu & Bagua.



Mr Geoff Hainebach

Founding Partner, Cape Venture Partners (CVP). Having retired as joint MD of Siemens Ltd / CEO of Siemens Telecoms in South Africa, Geoff currently holds a number of positions alongside his role within CVP. He was founding Chairman of



Clickatell, founding Chairman of Grand Battery Technologies, Director of Psitek, Elprom and Elmer Communications. He has served as an ICT advisor to the South African Minister of Trade and Industry, was President of the Electronic Industries Federation of South Africa, a board member of UNISA's School of Business Leadership as well as a member of the advisory committees of the University of Stellenbosch and University of Pretoria Engineering faculties. Geoff was also the first Chairman of the Cape IT Initiative and its subsidiary Bandwidth Barn. He now is Chairman and acting CEO of Texforce (Pty) Ltd., a renewable energy project development company.

Mr Peter Greenwall

Peter Greenwall is a songwriter, author, entrepreneur and "errorthoughtical" engineer. His musical scores have featured on World Cup opening ceremonies, Miss World Pageants, London musicals and multimedia stage shows for corporate events. His comedy musical presentations are all based on his book, 'LOGICAL STUPIDITY - INNOVATION by navigating through non-sense' and deals with psychology of the creative process/ innovation.



Prof Norbert Grünwald

Rector of the University of Wismar, an "entrepreneurial university in Wismar, Germany; Professor for Mathematics/ Operations Research studied Mathematics and was awarded a doctorate, discrete mathematics, in Rostock, Germany. Between 1984 and 1986 he



58 Speaker biographies

was a scientist at Deutsche Seereederei Rostock. In 1986 he became a scientific assistant at the Maritime University in Warnemuende/Wustrow. In 1992 he was appointed Professor of Mathematics and Operations Research at the Hochschule Wismar, University of Technology, Business and Design, Wismar, Germany. From 1998 - 2002 he was the Dean of the Department of Mechanical Engineering/Process and Environmental Engineering. Since 2002 he is Rector of Hochschule Wismar. Professor Dr Grünwald has published several works in mathematics and engineering education, has been involved with a number of research projects and works as Associate Editor or as member of the Publication Committee of different international Journals. He is widely involved in the Bologna Process of European universities, was nominated to work for and in accreditation agencies and is broadly engaged in industry and the community affairs.

Ms Chantell Ilbury

Ms Chantell Ilbury is one of South Africa's leading strategists and facilitators, working both locally and internationally. She specialises in guiding companies and other organisations through their strategic conversations on the future, and she believes passionately in the power of scenario thinking to unlock the best ideas on strategy.

While at UCT Graduate School of Business in 2000, she first met Clem Sunter. They shared their ideas on scenario planning that led to the writing of their best-selling book *The Mind of a Fox*. The second book *Games Foxes Play* was launched in April 2005; and their third, *Socrates & the Fox*, in November 2007.



Mr Vincent Joyner

Founder and CEO, Zazida Institute of Entrepreneurship www.zazida.org; past CEO at Accor Hospitality (Southern Africa); past Managing Director at Formula 1 Hotels Southern Africa. He has studied undergraduate at GMIT (Ireland) and post-graduate at ESSEC (France) and Cornell University (USA). Zazida is an innovative non-profit, low-cost, self-sustaining, post-secondary, inductive learning and values based institute focusing on entrepreneurship for youth in South Africa.



Mr Eddie Kaluwa

MD/Founder, Combine Cargo, Blantyre, Malawi



Mr. Femi Kayode

Managing/Creative Director, adforceDDB, Windhoek, Namibia



Ms Regina Krause

Deputy Director of the Robert Schmidt Institute, a central facility at Wismar University tasked with driving key initiatives to promote entrepreneurial thinking and actions amongst the university's students and staff.



Ms. Krause started her career in international development assistance at Wismar University in 2005. As co-ordinator of the UNESCO International Centre for Engineering Education (UICEE) she directed the European matters of the UICEE till 2008. The work included international educational programmes and the organization of international conferences. Within the UICEE she promoted the improvement of training quality and effectiveness through excellence in engineering education and appropriate uses of new learning technologies among the network. In 2008 UICEE shifted to the European Centre for Engineering and Business Education (ECEBE). Since then, the focus of her work has been on entrepreneurship education at universities. She is the co-ordinator of the "International Conference on Engineering and Business Education" conference series started in 2008 by Wismar University.

Mr Vinny Lingham

South African Internet entrepreneur and founder and vice-executive chairman of Yola SA and SF, a San Francisco-based Web 2.0 start-up that provides free website building, publishing and hosting services. Vinny first founded a number of businesses under the umbrella of in-



cuBeta.com, which has become a world leader in online marketing & search engine marketing employing 60 talented technologists and search marketers. incuBeta also owns the initial company Vinny founded, Clicks2Customers.com, an award winning Search Engine Marketing company, with offices in Cape Town, London and Los Angeles. He left Incubeta in 2007 to pursue Lingham Capital, his new Venture Capital company, with investments in startup businesses such as Skyrove, a Wi-Fi Hot-spot provider, and Yola formerly Synthasite, technology that was prototyped in incuBeta and spun out into a separate company. Yola is Lingham Capital's single biggest investment, and Vinny drives the company forward on a day to day basis, as the CEO. www.yola.com

Mr Guy Lundy

Guy Lundy is the CEO of Accelerate Cape Town, a business initiative that brings together the leaders of large corporates and other stakeholders in the Cape Town city region to develop and implement a long-term vision for sustainable, inclusive economic growth.



He also works as a futurist and professional speaker through his professional speaking company, Future Insight Consulting, and he is the owner of Centric Management, the South African distributor of eGain Technologies, knowledge management software for the contact centre industry. He has written two books about South Africa and its future: "South Africa: Reasons to Believe!" and "South Africa 2014: The Story of our Future".

Mr Tapiwa Majaka

Relationship Manager, Stanbic Bank, Bulawayo, Zimbabwe



Mr Tony Mallam

Board Member, Cape Venture Partners (CVP). Having qualified as a CA with Arthur Andersen, he joined SABC where he spent six years working in radio, advertising and general management. Tony moved on to take the position of FD with Alexander Forbes, then left to successfully tender for KFM Radio in Cape Town with a consortium that included Ethos Private Equity. The station was sold in 2000 to NAIL media; at which point Tony began to invest in a number of start-ups, one notable success being Clickatell. For the next year, Tony consulted extensively to entrepreneurs and eventually met up with the other CVP partners. Tony has a passion for early stage TMT enterprise, and although he is a financial specialist by training, his all-round knowledge covers strategy, marketing, sales and systems.



Ms Nobuzwe Mangcu

Member of the Executive Board of Directors and Divisional Manager: Group Corporate Affairs, Mercedes-Benz South Africa (Pty) Ltd (MBSA); past head of MBSA's Supply Chain and Sales Support



Division. Ms Mangcu was one of MBSA's Ikamva participants, a programme in which high-potential, young talent in the company receive tailor-made skills and managerial training.

Minister Trevor Manuel

Trevor Manuel is South African Minister in The Presidency responsible for National Planning. He was Minister of Finance for 13 years, and was awarded the Africa Finance Minister of the Year in Washington in 2007. He is also past Minister of Trade and Industry, and has been a member of the South African parliament since 1994. Minister Manuel is an alumnus of CPUT and was elected its Chancellor in 2008.



Ms Nina Mapili

SAFRI Special Advisor: J2Ex; MD, Mapili GmbH, Friedrichshafen, Germany.

Ms Mapili developed the Journey to Excellence (J2Ex) Program, and implements it primarily through her consulting work for SAFRI, the Southern Africa Initiative of German Business.



Since 1997, she has been working with SADC companies, organisations tasked with supporting their development, and with enterprising individuals. She has consulted; organised, initiated, and facilitated workshops / events in 13 African countries, in Europe and in Asia.

Ms Mapili is also past Course Director at the Centre for Infrastructure Planning, University of Stuttgart, in Stuttgart, Germany.

Mrs Theresa Mazoyo

Zimbabwe Country Chapter President, Women in Agribusiness in Sub-Sahara Africa Alliance (WASAA), and Board Chair at Farm Plenty Plus. Past Chief Executive Officer at Four Seasons Finance, past Executive Director - Treasury & Corporate Banking at Agricultural Development Bank of Zimbabwe, past Group Finance Executive & Corporate Secretary; past General Manager - Corp. Banking at Genesis Investment Bank.



Mr Colet Ncube

Owner and Managing Consultant, Sand Sledge Business Services, Gaborone, Botswana



Dr Chris Nhlapo

Deputy-Vice Chancellor of Research, Technology Innovation and Partnerships, CPUT. Previously Research Manager at the National Research Foundation (NRF), he identified strategic partnerships both locally and internationally in order to design appropriate interventions to address research capacity challenges. He actively participates in international and national discourse with regard to South Africa's national economic competitiveness in science, technology and innovation in comparison with other OECD countries. Another interest of Dr Nhlapo is Intellectual Property management and commercialisation.



Mr Temba A. Nolutshungu

Mr Nolutshungu joined the training division of the Free Market Foundation in 1989 and was appointed Director in 1990. He played a prominent role in the Black Consciousness Movement in his youth and was detained on two occasions. He was a Director of the V&A Waterfront.



Mr Carver Pop

Director: Cooperative Education at Polytechnic of Namibia; past Group Manager: Human Resources Business Connexion; past Manager: Cresco Skills Development

Mr Pop is currently a member of a team developing Namibia's new national strategy and policy on internships. His interest in research on student soft skills as well as employability skills required by industry ensures that a targeted effort is made to address the gap between Higher Education and the real world of work. He also contributes to leadership and Human Resource Development capacity building through roles he plays in national and international forums.



Ms Rapelang Rabana

Co-founder/CEO of Yeigo, a Cape Town based start-up that developed some of the earliest and most innovative mobile VoIP applications in the world. In 2008, Yeigo partnered with the Telfree Group of Companies, a pioneering next-generation telecoms operator, enabling it to



provide the full range of telecommunications services. Rapelang epitomises the new global generation of ingenious business intellectuals who are able to influence how the future world works and who seek to bring inspiring change through technology.

Rapelang's achievements in business are considerable and recognised by numerous leading international organisations. She was selected as a Global Shaper by the World Economic Forum; she is an Ambassador and Juror for the United Nations' World Youth Summit Awards; she was named an Old Mutual Top 30 'Do Great Things' Entrepreneur and an Endeavor 'high-impact' Entrepreneur and has been featured in several business magazines and international TV programmes.

Dr Beate Schlageter

Corporate Technologies, Siemens AG, Munich, Germany.

Dr Schlageter is an international business and technology consultant, with cross-sectional business units/divisions experiences especially in strategic marketing, international new business development, technology evaluation and R&D-portfolio-management.

In Siemens AG, Dr Schlageter leads strategy and innovation projects to enhance and build-up product, business and R&D portfolios for the Siemens Operative Divisions and Corporate Technology, to understand and address future market, business needs and technology requirements.

Her current focus is in the area of smart sustainable cities in general and related city infrastructure issues e.g. energy, water, lighting, buildings for different regions. She developed a comprehensive



scenario of a smart sustainable city in 2030- 2050 to understand the main city challenges and to derive potential innovative solutions for the future.

Prof Dr h.c. Jürgen E. Schrempp

Chairman of SAFRI, the Southern Africa Initiative of German Business.

Mr Schrempp began his career as an apprentice mechanic for Daimler-Benz in 1961, and retired in 2005 after serving as Chairman of the Board of Management and CEO of DaimlerChrysler AG for 10 years.

From 1974-1987, Mr Schrempp lived in South Africa, where he served in the management of the Group's subsidiary. From 1984 to 1987 he served as Chairman/CEO of Mercedes-Benz South Africa.

With his deep experience in Africa, Mr Schrempp is applying his management expertise on the boards of several South African companies. He is Non-Executive Chairman of Mercedes-Benz South Africa and Independent Lead Director of the South African Coal, Oil and Gas Corporation Ltd. (SASOL), among other positions.

He has been recognized for his social work in Africa, including his efforts to bring attention to and alleviate the HIV/AIDS pandemic. In 1999 former South African President Nelson Mandela, who Schrempp is honored to call a friend, awarded him the country's highest civilian honor, the Order of Good Hope, for his outstanding support of South Africa. He is Chairman Emeritus of the Global Business Coalition on HIV/AIDS.



Mr Daniel Silke

Daniel Silke is a South African political analyst, futurists and keynote speaker. In 15 years, he has delivered lectures in over 50 countries. He specializes in global future trends and international relations, as well as South African and African political & economic developments. He is the author of the book "Tracking the Future: Top trends that will shape South Africa and the World". Silke holds a Masters Degree in South African and International Politics and has served as a Member of the Provincial Parliament and as a City Councilor in Cape Town. His articles and comments on topical issues are widely published.



Mr Justin Smith

Sustainability Head at Woolworths in South Africa; past Head Governance and Sustainability at Nedbank; past Associate - Environmental law at Edward Nathan; past Environmental risk manager at Standard Bank.



Prof Anthony Staak

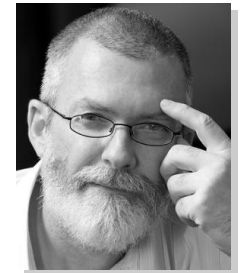
Prof Staak is currently the Deputy Vice-Chancellor: Academic at the Cape Peninsula University of Technology. He is responsible for all academic programmes, academic planning, the teaching and learning support unit, the university libraries and quality assurance.



He previously held the position of Dean of Engineering at the Peninsula Technikon. He qualified in engineering at the University of Cape Town and completed further studies in engineering, economics and technology policy at local as well as overseas universities, most notably Oxford University which he attended as a Rhodes Scholar and the Massachusetts Institute of Technology which he attended as a Fulbright Scholar.

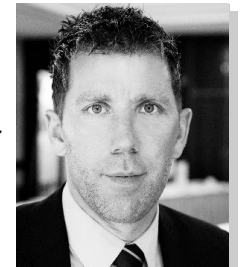
Mr Chris Vermeulen

General Manager, Bandwidth Barn, Cape Town, South Africa



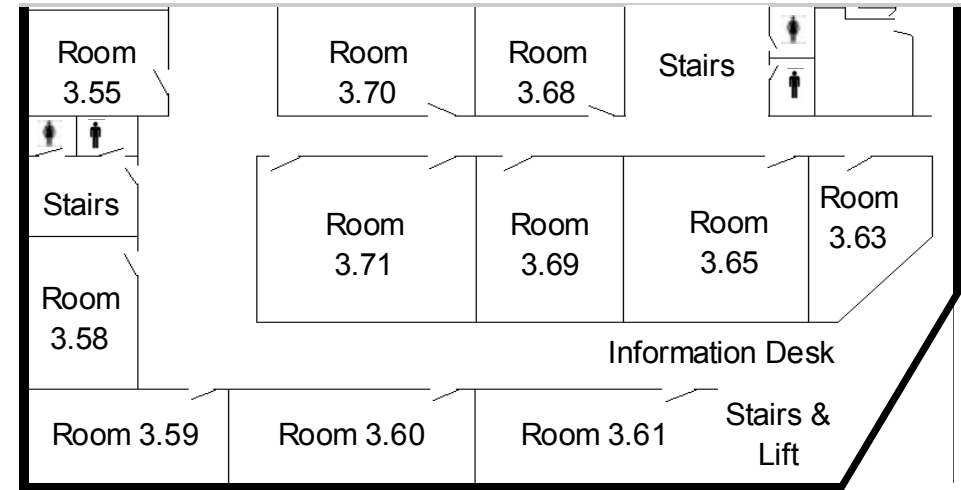
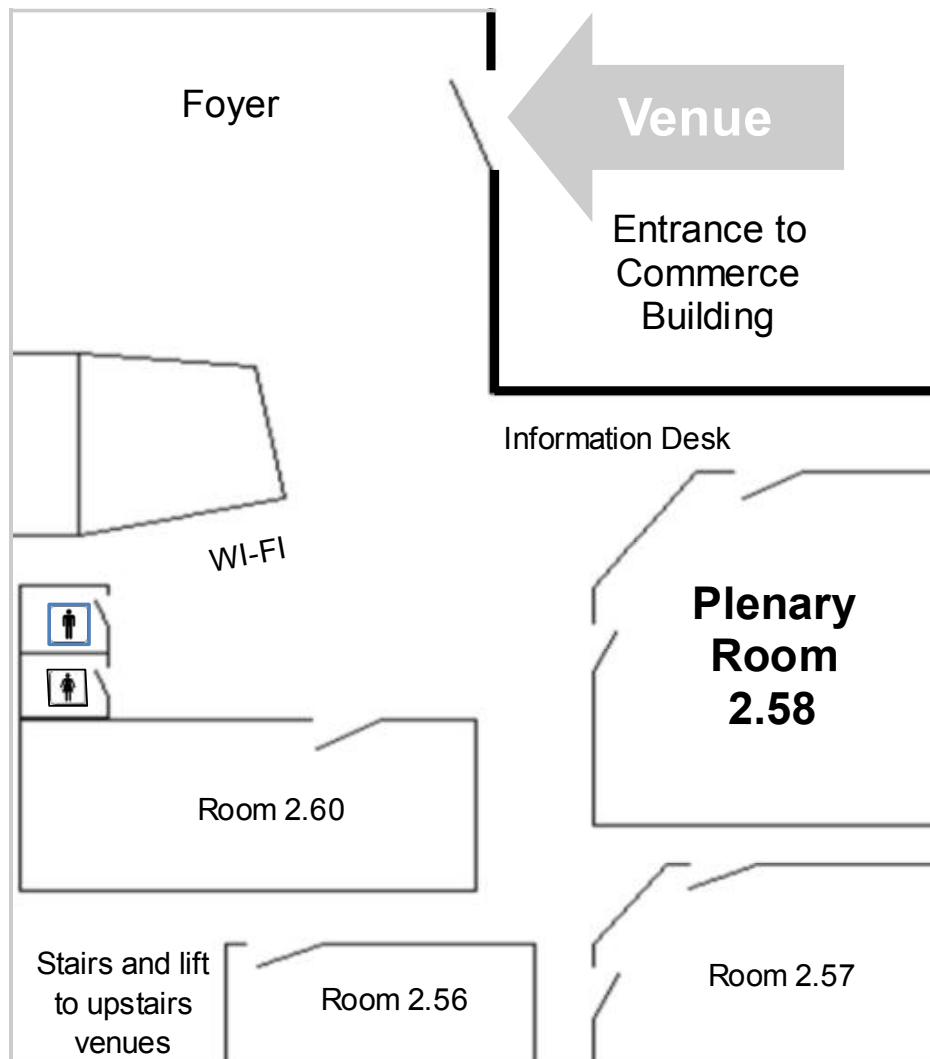
Mr Andreas Wenzel

Secretary General of SAFRI; past Vice President and Regional Manager Southern Africa: Afrika-Verein, the German-African Business Association.



62 Venues on CPUT City Campus

GROUND FLOOR: PLENARY & BREAKAWAY ROOMS



UPPER FLOOR: BREAKAWAY ROOMS

MAIN CONFERENCE VENUE: CPUT COMMERCE BUILDING

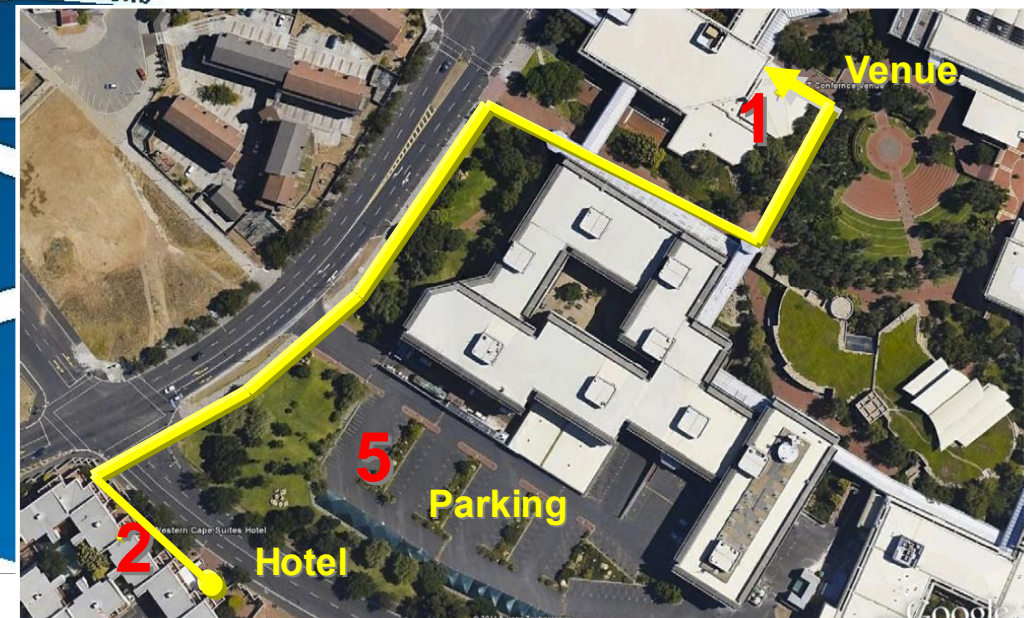
The CPUT Commerce Building (number 1 in the maps on the following page) is the main conference venue. Plenary sessions will be held in room 2.58 on the ground floor. Breakaway rooms are located both on the ground floor and on the upper floor.

Note: the two floor plans are not to the same scale.



IMPORTANT LOCATIONS

1. **CONFERENCE VENUE**
Cape Peninsula University of Technology (CPUT) Cape Town Campus, Commerce Building, Tennant Street
2. **BEST WESTERN CAPE SUITES HOTEL**
Corner of De Villiers & Constitution Streets, Cape Town, 8001 (Note: Tennant becomes De Villiers at Constitution St. corner)
3. **SUNDAY DINNER**
CPUT Granger Bay Campus, Beach Road, Mouille Point, Cape Town
4. **MONDAY DINNER**
Pigalle Restaurant, 57A Somerset Road, Green Point, Cape Town
5. **PARKING**
Behind Engineering Bldg, off Tennant, just before corner of Tennant and Constitution Streets



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