

USB Executive
Development
University of Stellenbosch Business School

YOUNG MINDS

a career-focused gap year

IS100
1918 - 2018



www.usb-ed.com

The Young Minds Programme helps school-leavers, students and young graduates to create their own career opportunities in life. The programme is presented by USB Executive Development (USB-ED), the private executive development company of Stellenbosch University.

Is this the right choice for me?

If you answer '**YES**' to any of these questions on the right, the *Young Minds Programme* could benefit you in the following ways:

- It will help you to **understand yourself better**, to better define your **direction and goals in life**.
- It will enable you to apply entrepreneurial thinking to **create opportunities and wealth** for yourself, and others.
- It will help you **gain management and business skills** that will increase your employability.
- It will empower you to **consider your future** in terms of a **sustainable, viable and feasible career**.
- It will expose you to the practicalities of the **real world of work**.

Have you matriculated and now want to prepare for a successful career?

Have you terminated your studies and now feel unsure about the future?

Have you just graduated and now want to create your own opportunities, or move into corporate business?





Content Overview

THIS IS A 9-MONTH PROGRAMME THAT CONSISTS OF TWO COMPONENTS:

Component 1

This component will give you a basic theoretical framework of the modern economic environment and the challenges and opportunities it holds for you. There will be classroom activities for three days per week, with assignments and practical work between classes. Some of the practical work (business activities) will take place after hours and/or on Saturdays.

Over the course of this component, you will:

- discover who you are and what you want to achieve in life;
- be introduced to the dynamics of the modern economic environment and the essence of entrepreneurial behaviour;
- learn how to identify and capitalise on opportunities to create wealth for yourself and others;
- learn the basic principles for designing and managing a small to medium business; and
- be supported by a life coach as well as a career guidance process.

Life Coach

Throughout the year, you will be supported by a life coach in order to support your personal development.



Component 2

This component is a structured exploratory process where you will work independently, but still be guided by a structured process of exploration (assignments) and the ongoing support of a life coach.

Over the course of this component, you will:

- explore the real world of work and business (as far as possible, Covid-19 restrictions permitting);
- report back on your experiences on a regular basis by making presentations in a small group, which will help you to develop your presentation skills and confidence; and
- present a life plan as well as a comprehensive business plan (in groups) for final assessment.

Golden Threads

Key Themes that apply across the entire programme

Strategic Thinking & Management

Create competitive advantage through a winning strategy.

Entrepreneurial Thinking & Innovation

Develop and apply creativity and innovation to spot opportunities, and design a business concept to capitalise on them.

Practical Application

Find potential business ideas, research their viability/feasibility, and design and write a business plan to capitalise on an identified business opportunity.

Modules:

In the spirit of continuous improvement, module content is subject to change

Economics

Understand the dynamics of the modern business environment and implications for doing business.

Human Resources

Plan, develop and manage a productive HR (staff) component for a small business.

Financial Management

Apply basic principles and techniques of budgeting, accounting and financial management.

Marketing

Discover the basic principles of marketing, including the marketing mix. Learn about market research, marketing techniques and how to draw up a marketing plan.

Operations Planning & Project Management

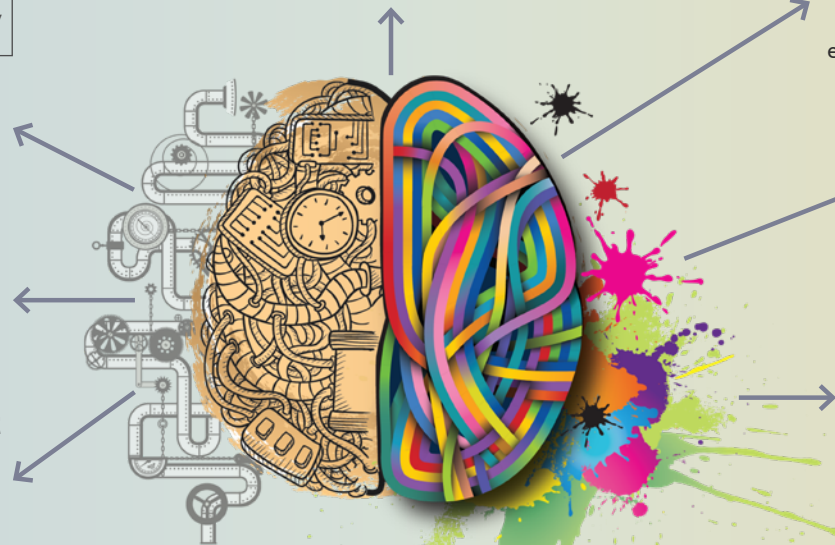
Apply basic principles to design and manage a cost-effective business operation in order to capitalise on a viable business opportunity.

Leadership & Teamwork

Learn to inspire people and achieve synergistic results through cooperation with other people.

Personal Mastery

Discover yourself – who you are, what you want to be and how to manage yourself to achieve success and fulfilment.



Putting the spotlight on

Personal Mastery



This module is at the core of the Young Minds Programme.

It encompasses subjects and elements including

Emotional Intelligence (EQ),

Career Management,

Life Coaching,

Life Planning project,

discovering **Paradigms** and shifting negative self-beliefs,

Self-Leadership,

time management and **Personal Branding**

More so than any other module in the year-long programme, this is the one that students talk about as having had the most impact. It's about reflection, exploring and self-discovery. The personal learnings are immensely powerful and empowering.

Aurelia de Villiers

Learning Process Facilitator



What does it cost?

R51 550 incl VAT

These fees cover the cost of the programme and programme material. The fees do not cover accommodation and transport, nor data/WiFi or laptop costs relating to remote learning. These additional costs are the responsibility of the student and you are therefore required to make the necessary arrangements.



What will I get?

On successful completion of the programme, you will receive the Certificate in Entrepreneurship and Management from Stellenbosch University (SU). Please take note that this is not a formal qualification and successful completion of this programme does not facilitate admission to a degree course at SU. It is however a valuable certificate to add to your CV, no matter which career direction you may choose. To qualify for this certificate, you must have attended a minimum of 90% of all activities and you need to pass all subjects and assignments with a minimum of 50%.

Deposits, etc

A 10% deposit is payable within two weeks of invoice date. 50% of this deposit is a non-refundable administration fee for the processing of the application. All cancellations must be in writing and receipt thereof confirmed via return email from the Programme Manager. The balance of programme price is payable before 25 February 2021 in order to secure a place on the 2021 programme.

USB-ED reserves the right to decline admission should the applicant not meet the minimum required standards for the programme. In this case, only 95% is refundable where the applicant has paid in full upfront. Should the applicant cancel less than two weeks prior to the commencement of the programme, a cancellation fee of 15% will be levied. This cancellation fee is in addition to the 5% non-refundable administration fee referred to above. Should the applicant cancel after the programme has commenced, a 100% cancellation fee will be levied. Any refunds due will be processed after the commencement of the programme.

Please note that programme fees and dates are subject to change.

SIGN ME UP



How do I enrol?

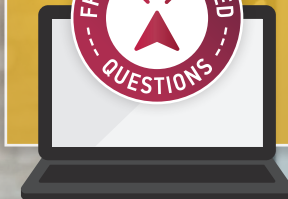
USB-ED is aware that final grade 12 / equivalent results will only be published on 22 February 2021 and as such, acceptance onto the programme will be granted based on the achievement of a minimum 55% for prelim / mid-year grade 12 results. No specific grade 12 / equivalent subjects are required for admittance to the programme. Participants are still required to submit final results to the Programme Manager on receipt, in order to be awarded his / her Stellenbosch University certificate on successful completion of the programme.

Complete the application form and send it to the programme manager. As soon as your application has been assessed, we will send you an email to inform you whether it has been successful, or not. Successful applicants will receive an acceptance letter that must be signed and sent back to the programme manager. Once we receive your letter confirming your intention to attend the programme, you will be invoiced.

Requirements to pass

In order to qualify for the Certificate of Competence, you must adhere to the following requirements:

- A minimum pass mark of 50% in each component (module) of the programme. If you do not pass a given assignment, you will get a second chance – but will only qualify for a 50% mark for such an assignment.
- As the programme is in essence a personal development programme, personal discipline forms an integral part of the learning process. Regular and punctual attendance of all scheduled activities is vital, and a minimum attendance rate of 90% of all scheduled training activities, as well as 100% of feedback and life coaching sessions, is required. Arriving late for scheduled activities or leaving early will be deemed as non-attendance.



“

The course helped me
to set out small goals
towards my dreams

”

Tsebo Koena

Young Minds Programme

Cohorts (groups)

To ensure optimum personal attention, participants will be divided randomly into cohorts (groups) of up to 60 learners each for some of the learning activities. This means that you will partake in large classes, medium-sized classes, small group activities and individual activities (such as life coaching sessions) as part of your learning journey.

Learning process facilitators

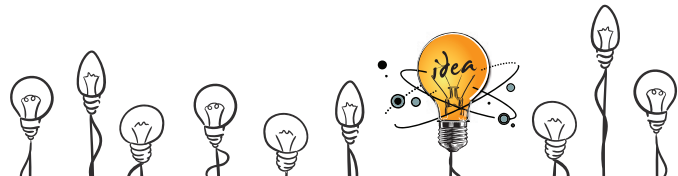
In order to enhance the learning experience of participants, each cohort will have a dedicated learning process facilitator (LPF) to coordinate the activities of the programme as well as the learning experiences of the participants. This adds tremendous value to your learning experience.

Assessment

You will be assessed against the identified outcomes of the programme by means of assignments, projects, exams and presentations. The details of the assessment process are stipulated in the assessment strategy document which will be provided.

Access to a computer and internet:

As you will have to submit assignments electronically (no written assignments are accepted), you will need to have continuous access to a laptop with a stable internet connection. This applies specifically to the compulsory Remote Learning modules. Participants are responsible for their own arrangements relating to laptop access and stable WiFi/data for self-study and remote learning.



Blended / Remote Learning

How will I learn? While the Young Minds Programme 2021 intended to follow a Blended Learning model (a combination of Face to Face and Remote Learning) throughout the 2021 year, due to Covid-19 restrictions the 1st semester (January – June) be presented entirely remotely, via Zoom. The decision as to whether the 2nd semester (July – November) will also be fully remote is still to be decided. Please see the Red Covid-19 block overleaf for important dates.

Remote Learning allows students to attend classes virtually and in real-time, regardless of where they are. The combination of face-to-face and remote learning enables some flexibility and contributes significantly to the learning experience. Whether delivery is face to face or remote, classes are scheduled and attendance is compulsory.

How the Remote Learning process will work



Young Minds 2021 and Covid-19 Uncertainty:

In an effort to reduce your uncertainty and to empower you to make informed decisions as far as possible, we have taken the following decisions and set timelines against them with regards to the Young Minds Programme 2021:



1 1st Semester: January – June 2021

USB Executive Development has made the firm decision that the Young Minds Programme will be presented remotely via Zoom for (at least, at this stage) **the first semester of the course until early June 2021** (exact dates to be confirmed).

First and foremost, USB Executive Development and Stellenbosch University are jointly committed to protecting the health and safety of our Young Minds participants. We are fully geared to providing a collaborative and interactive Remote Learning experience, as was done in 2020.

2 Status of 2nd Semester: Notice by 30th April 2021

In the event that we are not able to revert to a Blended Learning model for the 2nd Semester We appreciate that, should we be able to revert to a blended (partial face-to-face) learning model for the 2nd semester (July – November), there will be logistical and cost implications for you, In terms of possible travel and/or *accommodation.

We will endeavour to notify you by **Friday 30th April 2021** as to whether the 2nd semester will continue as remote or transition to Blended learning to allow time for the necessary arrangements to be made. In the event that we do transition to Blended Learning for the 2nd semester, all students must be present for scheduled face to face learning without exception.

**USB-ED is not liable for any costs incurred in relation to the procurement of, nor the commitment to, private accommodation in Stellenbosch. Private accommodation arrangements are entered into at the participant's own risk.*

3 Adjustment to Fees:

The original Blended Learning fee of R54, 800 incl VAT has been adjusted down to R51, 550 incl VAT to account for the transition to Remote Learning for 1st semester. In the event that the original fee has been paid, a refund of the difference will be issued in due course.

4 Notice of withdrawal from the Young Minds Programme: 5 February 2021

Should you wish to withdraw from the programme on the basis of the decision to transition to Remote Learning for 1st semester, written notice must be received by the Programme Manager (youngminds@usb-ed.com) on or before Friday 5 February 2021 and the full programme fee will be refunded.



Dates & Venue

Dates: 16 March - 19 November 2021

Orientation Week: 16 - 19 March 2021

The Programme Opening on 16 March will be presented remotely via Zoom. As such parents and loved ones can attend via remotely via the applicable Zoom link provided*.

**More details to follow in March.*

APPLY NOW



ENQUIRIES:



+27 (0)21 918 4488



info@usb-ed.com

Additional Information

Use of sports facilities and participation in social activities at Stellenbosch University:

As a participant of this programme you are entitled to make use of the SU sports facilities and partake in the organised social activities on the SU campus through the Private Student Organisation (PSO) under certain conditions. In this regard you are welcome to contact the following persons after you have registered (see NOTE below):

- Sport: Mr Kiran Maharaj at +27 21 808 2534 or kiranm@sun.ac.za
- Social: Jethro Geogiades at +27 21 808 2791 or email jethro@sun.ac.za

IMPORTANT NOTE: Participants may only join the activities above once they have finally registered and received their student cards. As the programme starts later than other University programmes, participants will miss out on some of the PSO's early annual activities.

For private accommodation:

- **Neelsie Property offices** at
+27 21 887 3780
- **Academia** at
+27 21 887 1260 / applications@academia.co.za



Visit the dedicated **YOUNG MINDS Facebook Page** to keep up to date with what the current group is up to.

www.facebook.com/usb-edgap

Choose USB-ED Today



Learning Process Facilitator:

Participants are guided on their learning journey by a Learning Process Facilitator (LPF).

The LPF plays the vital role of mediator, mentor and advisor to participants and groups. The LPF is present in every class and is responsible for ensuring that session outcomes are achieved; that all participants take active part in discussion and that facilitators address all questions and concerns fairly, clearly and in a manner that supports understanding.



Location:

No matter where you find yourself on the continent, our programmes are available to you.



Triple Crown Accreditation:

University of Stellenbosch Business School holds the Triple Crown accreditation. Only 1% of 8 000 business schools worldwide have this prestigious accolade.

Your partner in learning



Business and Academic:

USB-ED possesses a strong culture of business ingenuity AND is backed by the academic rigour of Stellenbosch University.



Expert Faculty & Strategic Partners:

We have access to more than 300 part-time faculty, consultants, business leaders and industry experts.



Agile Solutions:

At USB-ED we pride ourselves on being flexible, responsive and being personable with our clients.



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