

USB Executive
Development
University of Stellenbosch Business School



YOUNG MINDS

a career-focused gap year



Stellenbosch
UNIVERSITY
IYUNIVESITHI
UNIVERSITEIT

forward together
sonke siya phambili
saam vorentoe



www.usb-ed.com

The overall aim of the Young Minds Programme is to teach, guide and support young adults to find direction and to prepare themselves for the world of study, work and life in general. 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.

Job Shadow

You will have the opportunity to explore the world of work and business through your own initiative (networking) and according to your own choice.

Life Coach

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

Personal Psychometric Profile

You will have a personal psychometric profile done which will help you better understand yourself and others, and to make better career and other life decisions based on self-knowledge.

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

Business Management

Understand holistic business management principles and skills to plan and manage a small business effectively.

Entrepreneurial Thinking

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

Personal Mastery

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

Modules:

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.

People Management & Team Dynamics: Plan, develop, motivate and manage a productive HR (staff) component for a small business.

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

Thinking & Paradigms: Understand the concept of “paradigms” and its effect on thinking, behaviour and performance, as well as the lateral thinking required to break them.

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.

Emotional Intelligence (EI): Understand how to apply EI techniques to better handle certain difficult interpersonal situations and to build and maintain constructive relationships with others.

Self Leadership: Develop a personal vision and goals in life, with guidelines for managing yourself to achieve success and fulfilment.

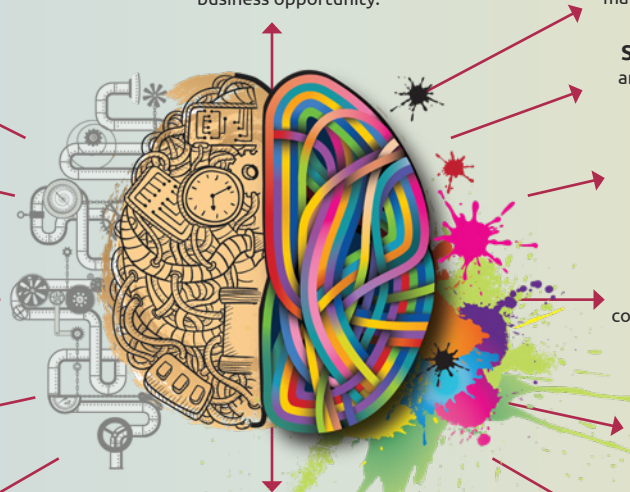
The Entrepreneurial Process: Understand the process for creating wealth/income for yourself and others, using practical tools.

Presentation Skills: Introduce different communication techniques and apply effective presentation skills to convey a convincing message effectively to others.

Innovation: Apply the principles of creativity, innovation and design thinking to capitalise on business opportunities.

Career Planning & Personal Branding: Map a potential personal career path using career management principles and guidelines, personal branding and personal psychometric information.

Neuro Leadership: Better understand how the brain functions and apply techniques of neuro-leadership to improve personal mental functioning.



Putting the spotlight on

Personal Mastery



This theme 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**

The three themes of personal mastery, business acumen and entrepreneurship are skillfully integrated to enable impactful personal growth and insightful self-discovery towards future career aspirations.

Zelda Burger

Learning Process Facilitator



What does it cost?

2023 Price to be confirmed

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.



Stellenbosch University Digital Certificate

On successful completion of the programme, you will receive a secured digital Certificate in Entrepreneurship and Management from Stellenbosch University (SU). 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%.

Click here for more info



NOTE: As an official Stellenbosch University document secured with anti-fraud technology, it cannot be printed.

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.

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?

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.

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

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)

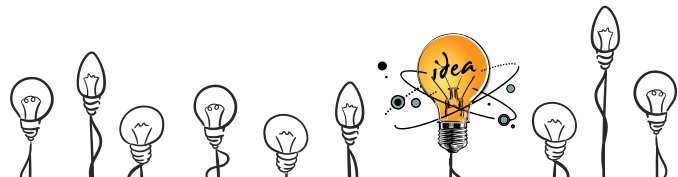
To ensure optimum personal attention, participants will be divided randomly into cohorts (groups) of up to 60 learners each for some of the learning activities. This means that you will partake in large classes, medium-sized classes, small group activities and individual activities (such as life coaching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

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.



How will I learn?

The **Young Minds Programme** will follow a **Blended Learning** format, meaning that there will be some scheduled Face-to-Face in-classroom learning combined with the majority of scheduled, live and interactive Remote Learning, via Zoom.

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



Dates & Venue

2023 Academic Year: Dates to be confirmed

**ATTENTION
PARENTS!**

Parent Remote Orientation Session:


Date: TBC
Time: TBC

Face-to-Face Learning Period 1:



Orientation Week: TBC
Week 1: TBC
Location: Stellenbosch

Remote Learning Period:

Date: TBC
Location: Zoom 

Face-to-Face Learning Period 2:





Final Week: TBC
Final Presentations: TBC
Location: Stellenbosch

**dates and times subject to change*

ENQUIRE 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/usbedgap

Don't let a lack of funds be a barrier to your development!
With Capitec, it's credit made easy.

Capitec Bank now offers USB-ED participants, subject to qualifying criteria, credit at a discounted interest rate and an extended term.

Enquire with Capitec today and enable your career goals!



USB-ED is proud to partner with Capitec Bank.



MORE INFO



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.



+27 (0)21 918 4488



www.twitter.com/USB_ED



USB Executive Development



info@usb-ed.com



www.facebook.com/USBED



www.youtube.com/USBExecED



www.usb-ed.com