

2023

MAKE A

DIFFERENCE

IN SOUTH AFRICA



UNIVERSITY OF
NOTRE DAME

The Entrepreneurial Adventure of a Lifetime

Are you a student who is ready for a life-altering experience in a unique setting? Entrepreneurship and Empowerment in South Africa (EESA) offers such an opportunity for select students over a 6-week period.

South Africa is both a “first-world” economy with a well-developed infrastructure and technologically advanced business environment as well as a “third-world” economy with a sizeable informal sector, undereducated and unskilled workers, and high levels of poverty. Today, the country faces the unique economic development challenge of attempting to correct past wrongs, while at the same time becoming globally competitive. It is in this context that entrepreneurship is absolutely crucial.

Students enrolled in this award-winning and high-impact program travel to beautiful Cape Town, South Africa, and work with emerging entrepreneurs based in the surrounding townships. These entrepreneurs have managed to overcome a history of apartheid, limited education, and severely constrained resources to create small enterprises. Their ventures range from catering and arts and crafts businesses to community newspapers and small manufacturing operations. Some of the ventures are unregistered, more are under-financed and each has distinct needs and opportunities. The common trait among these business owners is a dream that their ventures will achieve sustainability and growth. Students are introduced to many practical approaches to helping entrepreneurs through an innovative seminar. The students form consulting teams and each team works with two emerging enterprises. Student

consulting teams are expected to identify and prioritize the needs of the ventures and make meaningful progress in addressing those needs with tangible deliverables that can be implemented by the entrepreneur. The entrepreneur gains much from the team, but experience shows that the students gain even more from the entrepreneur.

Courses

Students enroll in two 3 credit hour courses (graduate or undergraduate). Auditing is not an option for these courses. The EESA program is delivered at the University of the Western Cape campus in South Africa. The courses are:

Supporting Emerging Enterprises (Graduate/Undergraduate)

This hands-on course introduces students to the South African context, township entrepreneurship, the basics of the consulting process, and practical approaches to addressing managerial issues in emerging enterprises. Students are introduced to the SEE consulting model—a systematic approach to helping these types of ventures. Special modules deal with cultural understanding, funding, marketing, operations, accounting, human resources development, the political context and other economic development issues. These modules are specially tailored to reflect the township context, and students are exposed to a number of case studies written about entrepreneurs who have participated in the program in past years.



**"Be the change you wish to see
in the world."**

-M. Gandhi

Entrepreneurship Field Experience (Graduate/Undergraduate)

This course provides interaction with township entrepreneurs over 6 weeks as part of structured consulting engagements. Students identify key needs and problems, and create practical solutions. They experience the cultural context in which the entrepreneurs live and the distinct challenges they confront. The consulting engagements start at the same time as the class meetings. The teams are expected to solve problems and implement solutions hand-in-hand with the entrepreneurs.

Faculty

Michael Morris is a Professor of Entrepreneurship and Social Innovation in the Keough School of Global Affairs of the University of Notre Dame. He started the Supporting Emerging Enterprises Program, on which EESA is based, in South Africa in 1997. A widely published author, Dr. Morris has been recognized as one of the top twenty entrepreneurship professors in America.

Erick Mueller is the Entrepreneurship Scholar in Residence at the Leeds Business School at the University of Colorado in Boulder. He has been recognized for his outstanding teaching. Professor Mueller has successfully launched a number of entrepreneurial ventures and works closely with start-up companies providing management advice and capital.

Jamie Kraft is the Director at the Entrepreneurship & Innovation Center at the University of Florida and manages the Entrepreneurship Case Lecture Series as well as the Global Entrepreneurship Study Program. He spent several years at Deloitte Consulting as a management consultant focusing primarily on economic performance evaluation, competitive assessment, and strategic development for clients in the manufacturing and consumer products industries. He holds a degree in Microbiology and a Master's degree in Business specializing in Finance, Operations Management, and Strategy.



Who is Eligible?

The program is open to graduate and upper-level undergraduate students with a grade point average of 3.0 or higher. A background in business administration is not required, as several of the projects have components appropriate for students with backgrounds in social work, hospitality management, economics, sustainable development, international relations, African studies, and other fields.

The key requirements are personal maturity and responsibility, creativity, a high energy level and enjoyment of hard work, a willingness to learn and a desire to make a difference. Students are placed in teams that balance their backgrounds and skills with those of other students. No other courses can be taken concurrent with the two EESA courses. Only 28 students can be accommodated in the program, so it is

important that students interested in participating submit their applications as early as possible.

Program Fee

The program fee is \$7,620 for six credit hours, but students with financial needs, there is an alternative fee structure available. This also covers housing, transportation to clients and special outings that are part of the program. Partial scholarships are available. Students have opportunities to go on hikes, tour the wine country, dive with sharks, and take safaris.

Program Calendar

Housing begins: June 10, 2023

Program begins: June 12, 2023

Program ends: July 22, 2023

Housing ends: July 23, 2023

Application period: October 1, 2022-
January 25, 2023 (rolling acceptances)

APPLY TODAY AT <https://mckennacenter.nd.edu/student-programs/experiential-learning/entrepreneurship-empowerment-in-south-africa/>



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The EESA program is offered by the Keough School of Global Affairs at the University of Notre Dame in conjunction with the University of Colorado, Texas A&M University, the University of Florida and the University of the Western Cape.

