

Business Administration and Law Programs CAPE TOWN

Entrepreneurship, sustainability and leadership



Cape Town (Sudáfrica)

The University of Cape Town Graduate School of Business (UCT GSB)

4 weeks

Context

Due to the increasingly global and changing political, economic and social context, there is an urgent need to create ethical and sustainable actions that have a positive impact on unemployment, poverty and inequalities.

Social entrepreneurship helps to generate responsible and transformative business models. In addition, it proposes innovative business solutions based on social justice and on economic and environmental sustainability .

Currently, Cape Town is one of the most cosmopolitan cities on the African continent. It has an excellent quality of life, an open and diverse society and with great projection for economic growth. For this reason, it's an ideal place to develop social, economic, sustainable and environmental projects which will transform the lives of millions of people in the world.



Business Administration and Law Program

ACTIVITY	CONTENTS
Academic	1 Masterclass on leadership in companies with purpose. 6 Modules on Social Business Innovation & Sustainability. 4 Intercultural Intelligent Modules. 5 Critical Reflection Sessions Facilitated critical reflection sessions. 3 Sessions on leadership in complex contexts.
Volunteering and Internship	In social organizations like Action Changey PROTEAM.
Personal project	Research / Action on own project, academically guided.
Complementary activities	Marine Safari in Gansbaai. Visit to Stellenbosch knowing the economy of the vineyards. Visit to Cape Point.
E-Learning	Training in Global Youth Academy. 10 modules on the 2030 Agenda.

Academic experience

Learning outcomes:

- 1 To gain the ability, knowledge and methodology to integrate the sustainable development approach into business projects focusing on the purpose.
- 2 To increase the ability to design and apply business solutions to potential problems in complex structures resulting in authentic proposals which bring a focus on diversity, interculturality and solidarity in business strategies.
- 3 To develop intercultural competences that will allow the students to integrate culturally different visions and approaches in the development of sustainable projects.
- 4 To enhance ethical and impact leadership skills in diverse organizations with positive impact approaches.
- 5 Acquire the necessary skills to design and implement necessary actions in line with the objectives of the United Nations 2030 Agenda.



Acquired skills:

- 1 **Intercultural competence**
 - Competencies to work and interact with different cultures.
 - Expand self-knowledge by recognizing strengths and weaknesses.
- 2 **Systemic Analysis**
 - To understand the world as a system; the interrelationships, dependencies and North-South effects.
 - To develop the ability to establish the connections and subsequent alliances necessary to create innovative projects.
- 3 **Sustainability and impact measurement**
 - To understand the capacity for action on the 2030 Agenda.
 - To develop indicators to measure impact from an economic, social economical and sustainable value.
- 4 **Innovation in sustainable companies**
 - To increase the innovative capacity to find solutions to social, economic and sustainable problems.
 - To learn the following methodologies as tools to address economic and social entrepreneurship: Lean Startup, Theory of Change in Business Model Canvas, ChangeMaker.



Program structure

Academic Content

In order to maximize the experience in India, the content will be received in four formats:

- 1 **On-line:**

The Global Youth Academy brings the transversal content for the Agenda 2030 and online classes that complement face-to-face ones and avoid traveling. Each session will be 90 minutes.
- 2 **Experiential Work:**

Through volunteering and internship in local projects, both at the main office and in the field.
- 3 **Reflection Workshops:**

Every week a workshop will take place to reflect on a relevant and innovative theme. 1 hour per workshop.
- 4 **Final project:**

Throughout the program each student will develop a research project action that includes volunteering and field practice in local organizations. The project idea will be presented at the end of the program.



Volunteering

As part of the final project, students will work in pairs with Action Change employees in the different areas with the main task of developing strategic documents for the organization such as marketing plans, sustainability and/or financial evaluation and increase of its sustainability, measurement of social impact of its programs versus investments. Also, recruitment campaigns or a Corporate Social Responsibility strategy to present or implement in companies that allows increasing sustainability and impact and connections within local communities.

The students will spend 3 days a week working in the field with a project assigned according to their profile. They will be able to learn about the day-to-day activity, the challenges they face and the impact generated, which will be essential to their development.

As an example, it is worth mentioning the project carried out by one of our students in Phillipi (Macedonia). After having spent weeks integrated into the local community, analyzing how the mobile food base they had worked, the student focused his research project on increasing operational efficiency, writing a final report with recommendations to improve it. Consequently from this action, it increased the profits of the organization. The recommendations were implemented and met with great success.



Professional practices

The student will join the local Action Change team, an international non-profit organization based in Cape Town. Action Change's mission is in the area of sustainability by supporting long-term local projects around the world.

Their goal is to raise awareness and projects that address global issues locally. Since its foundation, Action Change has contributed over £2 million to over 50 projects around the world. They are currently working with partners and projects in Asia, Latin America and Africa. The student group will be supervised by Action Change's African Development Manager.

During this internship experience, the students will work one day a week at the Action Exchange headquarters with the local team in order to understand how an international non-profit organization is managed, financed and sustained.



Scoring and evaluation

Course grades will be assigned individually based on a score developed from different variables as in the graph.

The evaluation report will be made for each student, which will include their development in all areas of the program, academic, volunteering, internship and research program. This report will be signed by Lea Global Pathways and FSL in India.

In addition, all students will take the Global Competence Certificate, Global Up, from AFS Intercultural Programs, recognized by companies and universities around the world.

Grades will be assigned using the following scale:
100%... A... 92%...A-...89%..B+...86%...B...82%...B-...79%... m C+..76%..C...72%...C-...69%...D...60%...F...0



ITEM	%
Active participation and ability to contribute	30
Proyecto de investigación	20
Investigation project	20
Final project	15
Class attendance	15
TOTAL	100

Activities: Culture, environment and marine biology

We find it very important in a program like this to ensure that there is enough time for students to have fun while exploring a new country and its culture. Therefore, we include in the program a recommended mix of cultural activities suitable for all interests. Furthermore, the students will have free time to engage in additional recreational activities of their own choosing.

During your stay with us, we proposed the following:

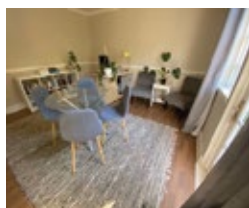
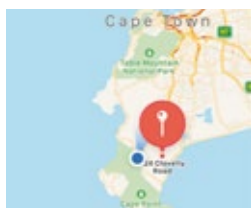
- Cultural tour of Cape Town by foot.
- Nature car tour of Cape Town with a specialized tour guide making different stops.
- Cape Town Bus Tour tourist.
- Live music concert with a local musician.
- Hiking on Table Mountain with an ecology specialist.
- An educational marine safari with marine biologists.
- Wine tour in the region Stellenbosch Winery.
- Excursion on horse on the beach.
- Safari.
- Final gala dinner.



Room and board

In terms of logistics, the program's accommodation is located in one of the safest and most beautiful areas of Cape Town. Kalk Bay, chosen by Forbes magazine in 2018 as one of the most charming towns in the world. To ensure the well-being of the students, the accommodation has double rooms with all the comforts, as well as a library, garden, swimming pool and fireplace. Also, the rooms have a shower and a bathtub.

Students have a private transportation assigned for them to be transferred to the projects, as well as full boarding and domestic assistance. All group programs at Lea Global Pathways are accompanied by a coordinator who has a leadership role with the group, coordinating activities and making sure the group is aligned with the purpose of the program.



Budget

Budget for 4 weeks of the Experiential Academic Program in Cape Town, for a group of at least 10 students.

3.390€ per student

INCLUDES:

- Full registration costs academic
- Internship Activities and Volunteering
- Contribution to the local NGOs with which we work
- Academic support and development of final work
- Accommodation in a double room
- All meals
- All transportation and transfers
- Cultural Activities
- Professional support and 24x7 support

NOT INCLUDED:

- Air transportation
- Mandatory travel insurance with medical coverage
- Personal expenses

