



DE BEERS

SBA Development Programme

Small Business Academy (SBA) of the University of Stellenbosch Business School

When and where?

The SBA Development Programme is presented by the University of Stellenbosch Business School's Small Business Academy, in partnership with Distell (gold sponsor), Absa and De Beers. The programme starts on Wednesday, 11 March 2020 and will run over 8 months. The deadline for applications is Friday, 31 January 2020.

Who can apply for the programme?

Owners of small businesses who have matric and who have existing businesses running for at least two years may apply to join the SBA Development Programme. We are looking for people from Khayelitsha, Gugulethu, Michells Plain, Langa, Athlone, Belhar and other areas in Cape Town Metro South East.

What will you gain?

Successful candidates will graduate with a certificate (NQF5) from Stellenbosch University. By enrolling for this impactful programme, participants will build their personal and business skills. This will enable them to grow their businesses.

What will you learn?

The learning programme will cover the following:

- **Training:** The subjects covered are Computer Training, Business Essentials, Marketing, Finance, and Business Plan development, writing and presentation.
- **Mentoring:** Each participant will receive one-on-one mentoring from qualified mentors (USB MBA alumni and seasoned business people). Mentors are matched up with participants to provide support and guidance throughout the duration of the Programme. Coaching support will also be provided.
- **Workshops:** Practical workshops form part of the learning programme. Workshops may include topics such as Access to Funding and Marketing through Social Media.

- **Engagement with students:** MBA and other students from the University of Stellenbosch Business School volunteer to assist with aspects of participants' small businesses.

What is the cost?

The cost per participant is R2 500 for the full course.

What is the USB Small Business Academy?

The Small Business Academy of the University of Stellenbosch Business School (USB) was launched in May 2012. The SBA Development Programme has been running in the Western Cape annually since 2013. Through the Small Business Academy, USB hopes to make a difference to the lives and businesses of small business owners in low-income communities. The activities of the Small Business Academy are made possible through the support of sponsors such as Distell, ABSA & De Beers.

How do you apply?

Download the Application Form at <https://www.usb.ac.za/wp-content/uploads/2018/02/SBA-Application-Form-WC-2019-2020-final.pdf>; or pick up an Application Form at the following events: Kayelitsha Training Centre on 28 November 2019 and 30 January 2020; Gugulethu Library on 27 November 2019 and 29 January 2020; Mitchells Plain Library on 29 November 2019 and 31 January 2020.

Application forms must be sent via email to: sba@usb.ac.za. Western Cape candidates may deliver a paper-based Application Form at the University of Stellenbosch Business School, Room 438, Level 4, Main Building, Bellville Park Campus, Carl Cronjé Drive, Bellville.

Need more information?

Write to us at sba@usb.ac.za / Phone Lynette Goosen on (021) 918-4379 or visit www.usb.ac.za/sba