



## USB Small Business Academy Development Programme

### Application for Admission to Study – Class of 2022

The University of Stellenbosch Business School's Small Business Academy (SBA) Development Programme is a post-matric programme that offers full-time small business owners in the Western Cape the opportunity to gain business knowledge that will enable them to grow and expand their existing businesses.

The SBA Development Programme is presented on a part-time basis in block weeks. This is a post-matric level programme. A certificate from Stellenbosch University is awarded to successful participants.

The programme consists of:

- 12 hours of mentoring
- 2 practical workshops
- 5 weeks of on-campus training at USB Bellville Campus, including assignments
- 1 business plan presentation to the SBA's Academic Panel.

The SBA Development Programme is selection-based, following ability testing and an interview with the Selection Committee. Only selected participants will be notified before commencement of the programme.

**Programme fee:** R2 550 (R50 non-refundable application fee, R900 registration fee upon selection, and R600 payable in April 2022, R500 payable in June 2022, R500 payable in August 2022)

**Application deadline:** 31 January 2022

**Programme starts:** 13 March 2022

#### Entry requirements\*

- Age: **23 years** or older
- Full-time owner of an established small business of **at least two years** (24 months) or older (thus, applicant must not be in the employment of another company while running current business)
- Applicants must live or work in townships or low-income areas of the Western Cape
- **Matric/Grade 12** (this is looked at on a case-by-case basis if applicants have not completed Matric/Grade 12)
- **No previous** management education at tertiary level is required.
- Must be proficient in **English**
- Students cannot be registered to study part-time at another institution during the 2022 USB SBA Development Programme
- Students should have a laptop of their own **or** have access to a laptop to be able to do their assignments

- Students must be **able to travel** to the training at the USB Bellville Park Campus, Carl Cronje Drive, as indicated on the training schedule. Accommodation is not provided.

Please see [www.usb.ac.za/sba](http://www.usb.ac.za/sba) for more details on the application requirements and carefully read Annexure A.

Please complete the following application form and submit this together with the relevant documentation (see checklist at the end of this form).

Please note that this application form is one of the most important documents used by the Academy to evaluate your suitability for the programme. Complete it carefully and ensure that you fill out every line.

*\* Please note that final selection is at the discretion of the SBA Selection Committee.*

## APPLICANT DETAILS

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Surname	Name (s)
<input type="text"/>	<input type="text"/>

Nickname (name you want to be called during the programme):

Date of birth	Age
<input type="text"/>	<input type="text"/>

Home (street, suburb) address and postal code	<input type="checkbox"/> Male	<input type="checkbox"/> Female
<input type="text"/>		

South African ID number	If non-South African: Passport and work permit numbers
<input type="text"/>	<input type="text"/>

Home phone	Cell
<input type="text"/>	<input type="text"/>

E-mail address

## COMMUNICATION CONNECTIONS

*Tick appropriate answer.*

**Do you:**

Own a smartphone with access to e-mail or WhatsApp?  Yes  No

*If no, do you have your own cell phone or use someone else's?*  My own  Someone else's

Own a PC, laptop or tablet?  Yes  No

Have access to the internet from home or your business?  Yes  No

*If no, how do you access the internet?*  Internet café  Library  Other: \_\_\_\_\_

Know how to attach a document to an e-mail?  No  Yes:  Well  Intermediate  Poorly

Know how to create a document in Microsoft Word?  No  Yes:  Well  Intermediate  Poorly

Know how to create a document in Microsoft Excel?  No  Yes:  Well  Intermediate  Poorly

Know how to create a slideshow in MS PowerPoint?  No  Yes:  Well  Intermediate  Poorly

### Language

Home language:  isiXhosa  Zulu  English  Afrikaans  Other: \_\_\_\_\_

English literacy level: **Read**  Well  Intermediate  Poorly

**Write**  Well  Intermediate  Poorly

**Speak**  Well  Intermediate  Poorly

### HIGH SCHOOL DETAILS

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School name

Year you matriculated

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If you did not complete matric, what is the highest grade you have passed?

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### TERTIARY EDUCATION

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Have you studied after matric?  Yes  No

If yes, please give name of the programme, how many years you completed or year of graduation

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### BUSINESS STATUS

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Name of business: \_\_\_\_\_

Your job title:  Owner  Co-owner  Director  Manager  Other: \_\_\_\_\_

Services or products: \_\_\_\_\_

Industry: \_\_\_\_\_

Number of years the business has been running full-time: \_\_\_\_\_

Is the business registered?  Yes  No If yes, registration number: \_\_\_\_\_

Number of employees (excluding owner): \_\_\_\_\_

Number of regular clients/months: \_\_\_\_\_

Monthly income of your business:  0 – R2 500  R2 500 – R7 500  R7 500 – R15 000  R15 000 – R30 000  
 +R30 000

Monthly expenses of your business:  0 – R2 500  R2 500 – R7 500  R7 500 – R15 000  R15 000 – R30 000  
 +R30 000

Business street address, including postal code:

Business postal address, if applicable:

Business landline number: \_\_\_\_\_

Business cell phone number: \_\_\_\_\_

Business e-mail address: \_\_\_\_\_

Business website address (if applicable): \_\_\_\_\_

## **BUSINESS REFERENCES**

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Include the names of two people that we can contact as references for you. They can be from any of your clients or suppliers. References should not be older than 3 years.

1. Surname

Name

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Organisation name

Role at organisation

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E-mail

Contact number (work or cell)

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2. Surname

Name

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Organisation name

Role at organisation

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E-mail

Contact number (work or cell)

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## **YOUR OPINION MATTERS**

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**1. What is your definition of success? (If you are successful, how would your situation look like?)**

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**2. In your opinion, how will you recognize a successful small business? Why?**

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**3. In your opinion, what are the most important financial factors/indicators of success? Why?**

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4. In your opinion, what are the most important indicators of success that have nothing to do with money? Why?

5. In your opinion, what needs to happen before you would describe or regards yourself as successful?

#### **STATEMENT OF INTEGRITY**

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*I hereby certify that I have provided accurate information in this application. I understand and agree that any misrepresentation or omission of facts in my application will justify the denial of admission, the cancellation of admission, or expulsion. This is my own, honest statement to the SBA Admissions Committee.*

*I hereby confirm that I have read and understood Annexure A. I hereby commit myself to following the guidelines and stipulations of the USB Small Business Academy Development Programme 2022 if I get selected to participate in the programme and I furthermore commit myself to making the course fee payments as laid out in Annexure A or risk expulsion.*

Name and Surname: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

#### **CHECKLIST**

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- A **certified copy** of the first page of your South African identity document (ID book) or passport (if you are a foreign national, please include a copy of your work permit)
- A completed and signed application form and the four essays on separate sheets
- Certified copies of your academic certificates and/or Senior Certificate
- Proof of payment of R50 non-refundable application fee

Please submit your application form with all the attachments by **MONDAY, 31 JANUARY 2022**. Applications can be submitted in any of the following ways:

**Delivery by hand:** The application form with proof of payment can also be dropped off at  
USB/Small Business Academy  
Carl Cronje Drive  
Bellville  
7535

**By e-mail:** Scan the application form and proof of payment and send to: [sba@usb.ac.za](mailto:sba@usb.ac.za)

For more information, call the programme coordinator on 021 981 4379 or send an email to: [sba@usb.ac.za](mailto:sba@usb.ac.za)



## CONSENT TO USE INFORMATION

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I \_\_\_\_\_ ID number: \_\_\_\_\_

herewith give consent that the information supplied by me on my Application Form for the SBA Development Programme or any other information regarding my business that I supply to the Small Business Academy of the USB, including my academic progress, may be used under the following conditions:

- That all information used for research will be depersonalised (no names, telephone numbers, email addresses or ID details will be shown in the study or thesis).
- The consent is given on a voluntary basis.
- Consent can be retracted whenever I wish to do so.

The depersonalized info will be used for the following purposes only:

- For research by any MBA/PGDip or PhD student at the University of Stellenbosch Business School or their international partners for completion of his/her study/thesis.
- For any research to establish the results and impact of the SBA Development Programme on the participants of the programme and their businesses.
- To give feedback to sponsors on the impact their involvement and sponsorship of the SBA Development Programme had on economic development in South Africa.
- To improve of the SBA Development Programme.

**The only cases** where the personal contact details will be used is in order to

- Enable PGDip, MBA or PhD students at the University of Stellenbosch Business School or their international partners to contact the participants in order to arrange for interviews.
- Enable the media publicity agency used by the SBA to contact participants for publicity opportunities for their businesses.
- Enable sponsors of the SBA Development Programme to contact participants that they want to assist with funding or business opportunities.
- Enable mentors to make contact and assist their specific participants when needed.

Personal information of the participants will **under no circumstances** be given out for marketing purposes or to external organisations who present workshops. In such cases SBA staff will personally contact participants for their information or invite them to workshops.

\_\_\_\_\_  
Signature of participant

\_\_\_\_\_  
Date