

## Requirements

The program is only open to upper level undergraduate and graduate students with a 3.0 grade point average or higher. A background in business administration is not required, and students from all disciplines are encouraged to apply. Several of the projects have components that would be appropriate for students with backgrounds in social work, sustainable development, economics, sociology, marketing, communications, journalism, information technology, architecture, international relations and African studies.

The key requirements are personal maturity and responsibility, a high energy level, a willingness to learn, and a desire to work hard and 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. Students interested in participating are asked to submit their applications early because space is limited.

## Program Fee

The program fee is approximately \$4,175, and it covers housing, tuition for six credit hours, all course material, transport to clients and four outings around interest spots in the Cape Town area. The student pays for his/her own airfare and meal costs, except breakfast, which is covered by the program fee. Meal costs are quite inexpensive in South Africa.

## Program Calendar

Housing begins - June 9, 2012  
Program begins - June 10, 2012  
Program ends - July 20, 2012  
Housing ends - July 21, 2012



**FOR MORE INFORMATION, CONTACT:**  
**ASHLEY CRANE**  
**ACRANE@MAYS.TAMU.EDU**  
**979.845.4882**



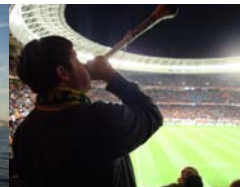
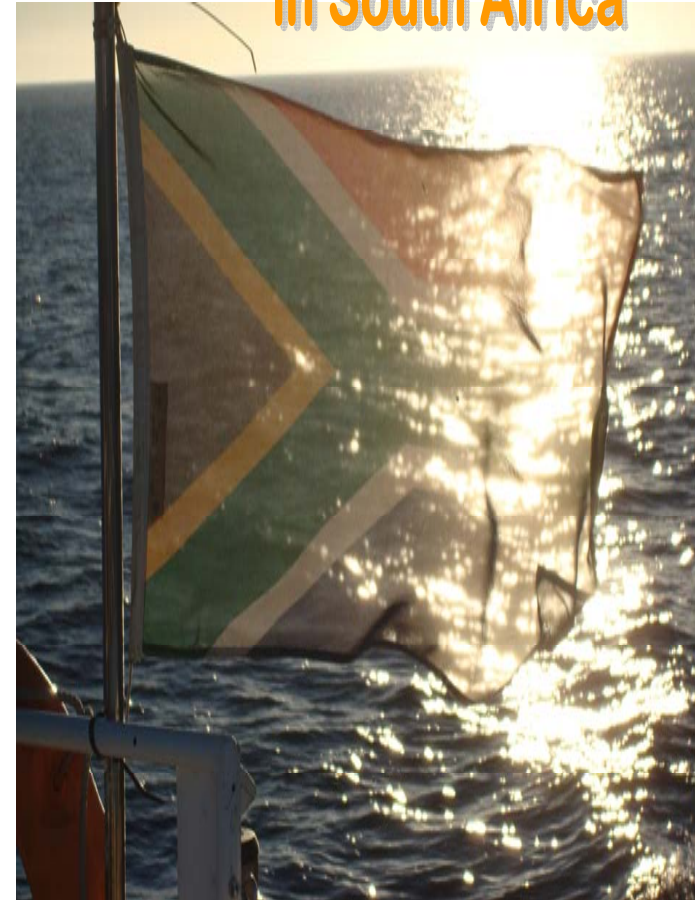
CENTER FOR NEW VENTURES AND  
ENTREPRENEURSHIP  
and the  
CENTER FOR INTERNATIONAL  
BUSINESS STUDIES

**IN COOPERATION WITH**



The EESA program is offered by the Center for New Ventures and Entrepreneurship and the Center for International Business Studies in the Mays Business School at Texas A&M University in conjunction with the Spears School of Business at Oklahoma State University, the Leeds School of Business at the University of Colorado, and the University of the Western Cape.

Make a  
*Difference*  
in South Africa



## 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 and a “third-world” economy with a sizeable informal sector, undereducated 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 distinctive, high-impact program travel to beautiful Cape Town, South Africa, and work with emerging entrepreneurs based in the surrounding townships. These entrepreneurs have overcome a history of apartheid, limited education and severely constrained resources to create small enterprises. Their ventures range from catering, arts and crafts businesses, to small manufacturing operations and community newspapers. Some of the ventures are unregistered, most 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 challenges confronting entrepreneurs in South Africa through an innovative seminar. They form consulting teams and each team works with two emerging enterprises. 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.

“Be the change you  
wish to see  
in the world.”  
- M. Ghandi

### Courses

Students must enroll in two 3 hour credit courses (graduate and undergraduate). Auditing is not an option for these courses. The EESA courses are offered at the University of the Western Cape campus.

#### Supporting Emerging Entrepreneurs

This hands-on course introduces students to the South African context, township entrepreneurship, the basics of the consulting process, the SEE consulting model 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.

#### Entrepreneurship Field Experience

This course provides interaction with township entrepreneurs over six weeks as apart of structured consulting engagements. Students will identify problems and key needs, and create practical solutions. Students experience the cultural context in which the entrepreneurs live and work, and become acquainted with the distinct challenges confronted by the entrepreneurs. The consulting engagements start at the same time as the class meetings. The teams are expected to solve problems and implement their solutions hand-in-hand with the local business entrepreneurs.

### How to apply

To apply for the program, students must register with the Study Abroad Programs Office. To do this, visit: <http://studyabroad.tamu.edu/index.asp>. Once you have registered, search for the EESA program under the “Programs” tab and click “Apply Now.” For more detailed instructions on how to apply, visit: [http://studyabroad.tamu.edu/how\\_to\\_apply.asp](http://studyabroad.tamu.edu/how_to_apply.asp).

### Scholarships

Scholarships are available through the Center for New Ventures and Entrepreneurship as well as the Texas A&M Study Abroad Programs Office. When applying for the program, you are automatically considered for a scholarship from the CNVE. To apply for scholarships through the Study Abroad Office, visit: [http://studyabroad.tamu.edu/schol\\_grants.asp](http://studyabroad.tamu.edu/schol_grants.asp).

