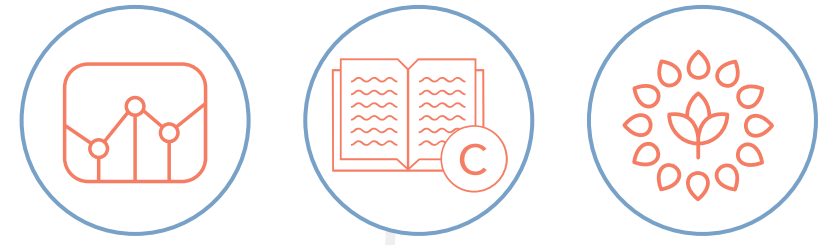


CASE STUDY: STELLENBOSCH BUSINESS SCHOOL



STRATEGIC COMMUNICATIONS



**Stellenbosch
Business School**
Responsible Leaders – we shape them.

OVERVIEW

As the business school of Stellenbosch University, the academic programmes that SBS offer, whether undergraduate, postgraduate, Masters or PhD level, all focus on equipping students with the necessary business management and financial skills needed to ensure that businesses and organisations flourish and are sustainable. This internationally accredited academic institution also focuses on producing research that leads to, and creates, business knowledge, as well as produces content for their curricula.



Social impact is included in everything we do and all of our actions. Based on this belief, the Stellenbosch Business School (SBS) aims to achieve a balanced, inclusive, fair and just society by intertwining social impact in all of their programmes, partnerships, research and collaborations.

THE CHALLENGE

The SBS Social Impact team requested that Relativ support and assist them with resource mobilisation and impact management and measurement. This included:

- ⇒ Effective marketing of courses, workshops and events held by the USB
- ⇒ Development of their Theory of Change
- ⇒ Development of their Impact Management and Measurement Framework

WHAT WE DELIVERED

- Theory of Change development
- Facilitation of stakeholder engagement sessions
- Theory of Change workshop
- Impact Management & Measurement Framework facilitation
- Marketing assistance
- Identification of potential funding partners

“

“We are able to display and share what our approach is in a simple and recognisable manner. This is useful for all stakeholders from accreditation bodies to students with an interest in social impact. The process has allowed everyone to consider social impact with a greater level of seriousness.”

“The levels of discussion opened up the debates around social impact and the need for everyone to consider their work with this lens. It provided us the opportunity to showcase the work that we are doing across departments within our faculty and we have taken this approach forward. ”

Armand Bam, Head of Social Impact

RESULTS

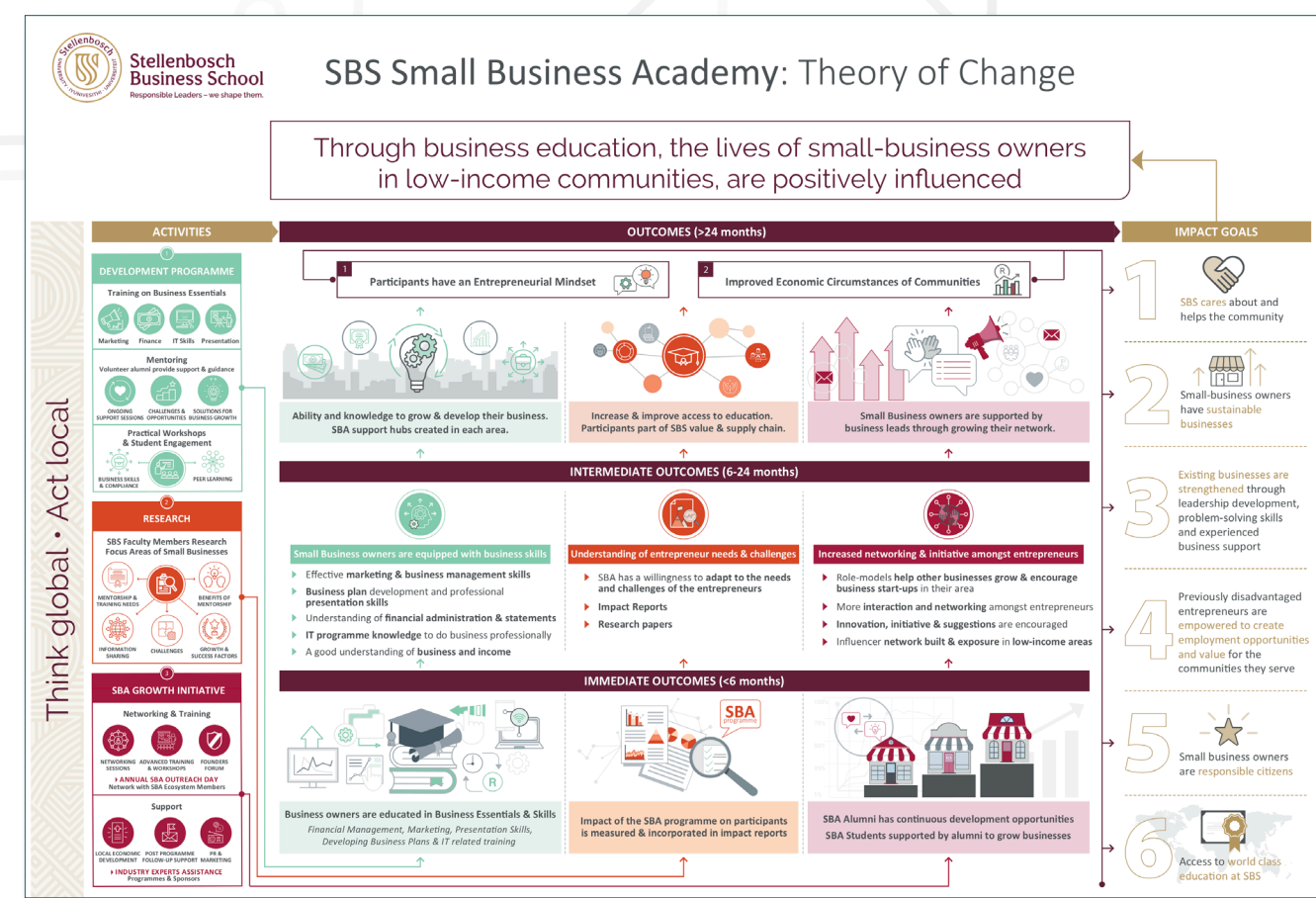
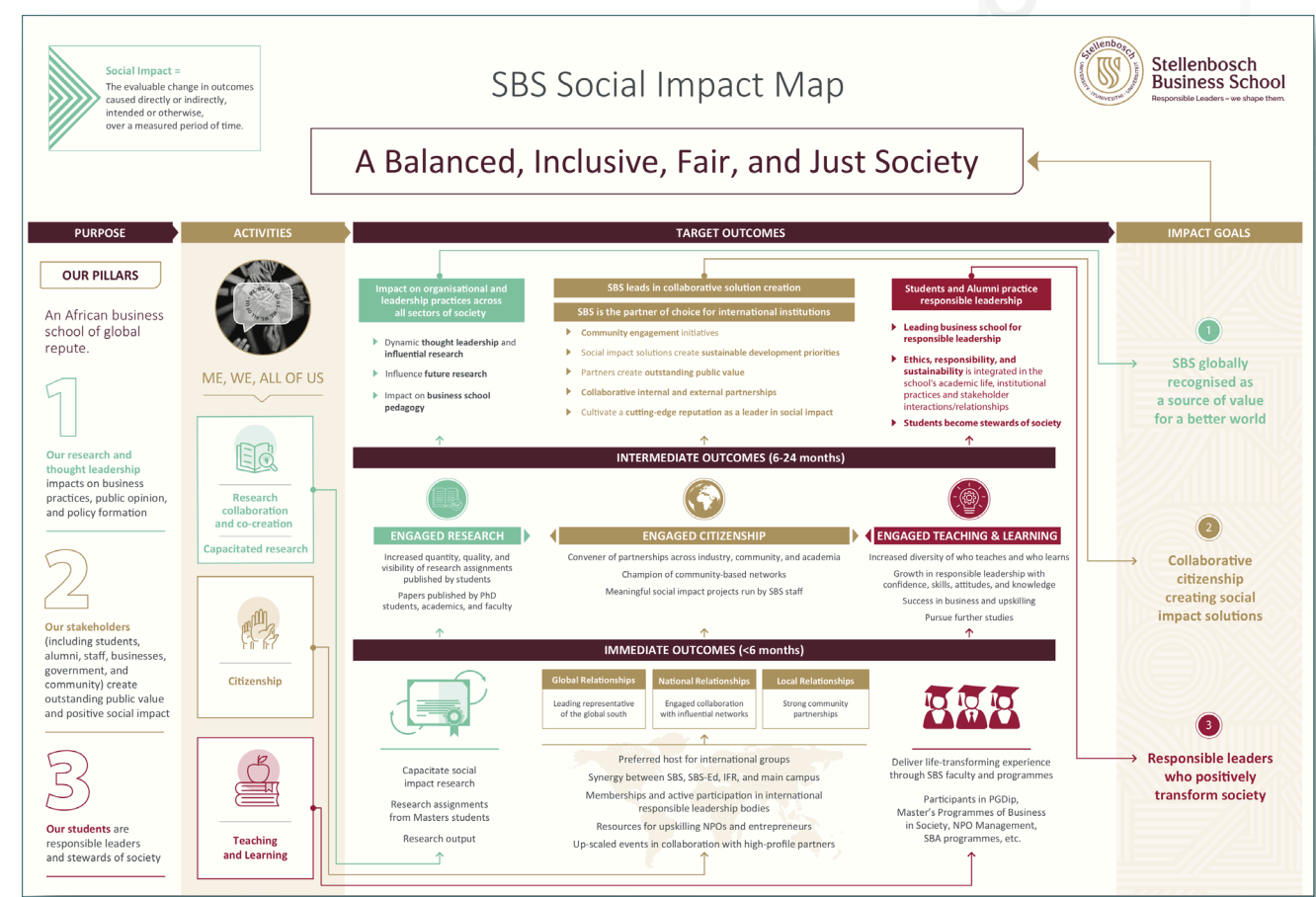
The collaborative approach that was followed throughout the entire process ensured that the stakeholders had a better understanding of what they were working towards, and how each person fitted into the picture. The stakeholders also understood the social impact that they were already having, and the potential social impact that they could have in the future.

The resource mobilisation process ensured that there was interest in the Post Graduate Diploma in Leadership Development for NPOs course, and that the course was advertised sufficiently.

The engagement process with the internal stakeholders of the SBS, resulted in the stakeholders having a collective understanding of the impact that they were striving to achieve, as well as the activities required to achieve it. The Theory of Change that was developed can now be used for strategic and effective communications. Once the Impact Management and Measurement Framework has been confirmed, data can be collected to report on the impact that the SBS has achieved.

IMPACT

The Theories of Change that have been developed and designed for SBS, as well as the Small Business Academy (SBA), have been useful in communicating their impact goals, outcomes and activities both internally and externally.



Bursaries for NPO leaders

Case to support a bursary funding initiative for USB's Postgraduate Diploma in Leadership Development for NPOs

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