

# Alumni News

for Graduates of Milpark Business School and Damelin School of Banking & Insurance

Volume 1, Issue 2

July 2009

## What is the Kuyasa Learnership?

The BANKSETA Kuyasa Programme was launched in March 2005. This is a post-graduate programme to give unemployed graduates the opportunity to gain practical skills. The learnership makes use of the infrastructure created by the BANKSETA Letsema Programme and is fully funded by the BANKSETA.

The Kuyasa Learnership was awarded to Milpark Business School for 2009 and 140 learners were recruited. Learners were recruited nationally and placed in Gauteng (Johannesburg and Pretoria). Learners who complete the learnership successfully at the end of 2009 will achieve a Certificate in Management Development (NQF Level 5).

## Social Responsibility Drive

The learners on the 2009 Kuyasa Learnership have become involved in a social responsibility project in conjunction with the Milpark Foundation that set out to donate proceeds to pre-identified local beneficiaries. The purpose of this project is to teach the learners about social responsibility issues and enable them to understand that they too are the beneficiaries of a special social responsibility programme.

## What have they done so far?

On 20 May the learners had a "vetkoek and mince" fundraiser: they took care of setting up sales points, promoting to all students on campus and cleaning up afterwards. The next venture was a cake sale on campus on 22 May. These fundraisers were done by Kuyasa class 1 JHB, and raised a profit of R1891.

Each student was handed a donation list and most lists were received back by 24 June. With these lists the learners have so far managed to raise over R4000. All monies have been deposited in the Milpark Foundation account. Milpark Business School's pledge is to match the amounts that the Kuyasa teams generate.

All proceeds will be donated to Guild Cottage in Johannesburg. Guild Cottage was started in 1907 as a home for orphans and children in distress which it remained until the early 1980s. Over the past 20 years it has developed into a treatment centre for sexually abused and traumatised children. Visit their website for more information: [www.guildcottage.com](http://www.guildcottage.com).



**Right: Sejabaledi Seabi - star fundraiser!**

## Milpark Foundation – In Brief

*What are the aims of the Milpark Foundation?* The Financial Services sector has committed itself to transformation, and has formalized its framework in the *Financial Services Charter*. The *Charter* sets down specific equity targets for employment in the sector. All Milpark Foundation activities are thus guided by the aims and targets in operation within this sector.

*Who are the beneficiaries of the Milpark Foundation?* The beneficiaries of the Foundation will be drawn from previously disadvantaged communities who wish to enter the Financial Services sector as highly skilled and suitably equipped individuals. Additional programmes to assist in the career development of those already in the sector will also be considered in time.

Learn more about the Milpark Foundation on [www.milparkfoundation.co.za](http://www.milparkfoundation.co.za).



**Above left and right: The "vetkoek & mince" sale on 20 May**



**"Success is not final, failure is not fatal: it is the courage to continue that counts."**

**Winston Churchill**

**PLEASE NOTE:**  
The Melville Campus LRC will be open from 20 July 2009 Monday to Fridays between 08:00 and 19:00 on Saturdays from 08:30 and 17:00 and Sundays from 12:00 to 16:00.

Learning is like rowing upstream: not to advance is to drop back.

***Chinese Saying***

Intelligence plus character - that is the goal of true education.

***Martin Luther King, Jr.***



## ACTIVITIES IN THE LRC

The LRC was unexpectedly busy during the MBA holiday period. The high turnover of books and dissertations resulted in an unplanned stock-take and check of correct locations of books and dissertations.

Although we have not added any new books to our open shelf collection, a small number of 2009 Dissertations have been assessed and catalogued. A complete set of MBA textbooks is now also available on the Reserve Shelf and may be used in the LRC only. Students need to sign a special register when taking and returning these books. Our University of Johannesburg (UJ) corporate membership was also actively utilized.

The LRC student PCs have all been upgraded and usage is high although we still have to check that proper work is done and that computer time is not used to download music. We also have unexpected lighter moments, like the day when a female student arrived to hand in an assignment dressed in pink pajamas, pink dressing gown and pink slippers!

### **MBS is now also a registered Private FET College**

We are pleased to announce that Milpark Business School has been registered as a private Further Education and Training (FET) college.

Our FET registration number is 2009/FE07/058. Milpark Business School (Pty) Ltd is provisionally registered until 31 December 2015 in terms of section 31(3) of the *Further Education and Training Act* and *Regulation 12 (4) (b)*.

In terms of its registration, Milpark may offer the qualification Certificate in Financial Products (NQF level 4).

# Alumnus Profile: Rowan Randle

“Rowan is energetic, goal oriented and comes across as someone who makes things happen, not afraid to get his hands dirty from setting up to breaking down at events.” These are the words of the person who interviewed Rowan for the position of Operations Director of Merchandise at AEG. Rowan Randle graduated with a Milpark Business School MBA in 2008.

**Q:** *Tell us about Neil Goosen, who encouraged you to pursue an MBA?*

Neil is the financial director for Iliad holdings. Neil believes his purpose in life is to develop leaders. He is a Christian and he leads by example. His priority is his family and his passion is playing a round of golf.

**Q:** *You refer to the MBA process as “hard and painful” – fill us in?*

The road to completing the MBA consumed many moons of my life. The most difficult time was during the accreditation process, the uncertainty of the course accreditation. I chose to wait until this process was resolved and then continued with my studies.

**Q:** *What happened between being a junior manager and an operations director?*

This was a period of learning and development. The ability to migrate from execution to strategic thinking...

**Q:** *Tell us about your nearest and dearest.*

I am an only child and my parents doted on me. My spouse has played a pivotal role with regard to my completion of the MBA because this study process consumes all one's time. Nolene managed all family affairs during my study period, allowing me the time to focus on my studies.

**Q:** *What do you do to relax?*

I like to watch movies, old and new. (Two of my favourites are *Bucket List* and *Scarface*.) I also like to cook and enjoy a meal with my family.

**Q:** *Do you believe South Africa is “alive with possibilities”?*

We as a nation have proved this in 1994 when we became a democratic nation. There is opportunity and potential in South Africa. We are a young nation, and can provide the soil for many entrepreneurs. I am positive about South Africa and believe in the innate good of our people to rise above their current situation and excel.

**Q:** *What is your next big dream?*

My next big dream is to purchase a new home for my family. The goal to achieve for my 40<sup>th</sup> birthday (in 2010) is to climb Kilimanjaro. I will also be pursuing a doctoral program in business administration in 2010.

**Q:** *Other thoughts on the MBA?*

- The MBA provides a vehicle for the desire to improve the quality of one's life, be it in knowledge, stature and wealth creation. Clarity of purpose and heart is required in determining success in this process.
- The most critical component in this exercise is not your ability, potential or intelligence quotient but your hunger to succeed.
- The critical path to your success for an MBA is to make the decision to rise above average.
- During the study process one needs to follow a strict schedule and be in isolation to meet deadlines and complete the required reading and course work. One needs to become a hermit, almost a social misfit to accomplish your goal!
- This is all underpinned by commitment and support from your family, your life partner and children. “La Familia” sacrifices the most during this process of study.

**“Hope is the thing with feathers that perches in the soul. And sings the tune without words, and never stops at all.”**

**Emily Dickinson**





The first Open Day for 2009 was hosted on Saturday, 23 May at Melville Campus. Visitors were introduced to the range of full-time and part-time qualifications, which includes the Milpark MBA. They also had the opportunity to explore the outstanding facilities on campus.

### EVENTS CALENDAR: SECOND SEMESTER 2009

Maria Ramos will be the invited speaker and she will address MBA students on the current financial situation in South Africa and the world.

Date: 16 September

Talent show by the full-time students.

Date to be advised.

The second Open Day at Melville campus will offer information on all full time, part time and MBA programmes.

Date: 28 September

MBS will host a session of the *Indoni Yamanzi* life skills programme for Grade 10 & 11 girls at Melville campus. The session will cover career guidance, personality profiles and emotional intelligence.

Date to be advised.

New Chairpersons and Vice-Chairpersons from 50 schools in Gauteng will be invited to attend a one day leadership seminar on campus.

Date: 1 October

\*A similar seminar will be presented at the end of March 2010

Grade 11 Career Expos:

MBS consultants will be visiting the Grade 11s of 70 schools in Gauteng during the next 3 months. This forms part of a joint effort with 20 other tertiary institutions to inform Grade 11 learners of the study options available to them.

# CLOSE OF REGISTRATION CALENDAR FOR 2010

## BANKING FACULTY

		<b>Closing Date:</b>
Certificate in Bank Credit (5)	Session 1 (May exams)	1 February 2010
	Session 2 (October exams)	16 July 2010
Certificate in Banking (Financial Services) (5)	Session 1 (May exams)	15 January 2010
	Session 2 (June exams)	5 February 2010
	Session 3 (October exams)	25 June 2010
Certificate in Sales (Banking Services) (5)	Session 1 (June exams)	5 February 2010
	Session 2 (November exams)	26 July 2010
National Certificate in Banking Services Advice	Session 1 (May exams)	1 February 2010
	Session 2 (September exams)	11 May 2010
	Session 3 (November exams)	16 July 2010
Higher Diploma in Banking (6)	Session 1 (May exams)	1 February 2010
	Session 2 (September exams)	11 May 2010
	Session 3 (November exams)	26 July 2010
BCom Banking (6)	Session 1 (May exams)	1 February 2009
	Session 2 (November exams)	16 July 2010

## INSURANCE FACULTY

		<b>Closing Date:</b>
Certificate in Financial Products (4)	Session 1 (May exams)	11 January 2010
	Session 2 (September exams)	11 May 2010
	Session 3 (November exams)	26 July 2010
Certificate in Financial Planning (5)	Session 1 (February exams)	28 September 2009
	Session 2 (June exams)	27 January 2010
	Session 3 (October exams)	6 July 2010
National Certificate in Financial Planning (6)	Session 1 (February exams)	28 September 2009
	Session 2 (June exams)	27 January 2010
	Session 3 (October exams)	6 July 2010
*Practical application case study	Session 1 (February exam)	21 September 2009
Post Graduate Diploma in Financial Planning (7) (NEW)	Session 1 (May exams)	29 January 2010
	Session 2 (October exams)	9 July 2010

## MANAGEMENT & LEADERSHIP FACULTY

		<b>Closing Date:</b>
Certificate in Management Development (5)	Session 1 (May exams)	13 January 2010
	Session 2 (November exams)	25 June 2010
Advanced Diploma in Management (6)	Session 1 (May exams)	13 January 2010
	Session 2 (November exams)	25 June 2010
Bachelor in Business Administration (6) (NEW)	Session 1 (May exams)	13 January 2010
	Session 2 (November exams)	25 June 2010
Post Graduate Diploma in Business Administration (NEW)	Session 1 (May exams)	13 January 2010
	Session 2 (November exams)	25 June 2010
Master of Business Administration (8)	Session 1 (May exams)	13 January 2010
	Session 2 (November exams)	25 June 2010

### Enrolments for 2010:

2010 registrations will officially open on **1 August 2009**. Enrolment forms will be available for download from [www.milpark.ac.za](http://www.milpark.ac.za). Kindly refer to the enrolment form for details.

## Alumna Profile: Teboho Selebalo



Teboho graduated with a Milpark Business School MBA in 2007. She says:

“My first year as an MBA student was very tough! I studied after hours, and on two occasions did an assignment by working through the night and driving to Jo’burg at 5 AM to submit it. Tough as it was, the support I got from my syndicate group colleagues and from my lecturers left no room for backing out.”

Teboho has been the General Manager for Corporate Services at Oden-Zin Mine Engineering (Pty) Ltd in Potchefstroom since March 2008 and she takes credit for transforming this company from a strictly engineering-oriented firm to one “with a human face”.

*What motivated/inspired you to study for an MBA?*

I was inspired by the job opportunities that existed in the company I was working for then, and also, I have always wanted to stretch my abilities in the academic field.

*What are your main responsibilities as General Manager, Corporate Services?*

- Company Policies and Procedures: These were not properly documented and my major task was to facilitate documentation of the existing procedures and developing new ones where required. I also have to ensure that all departments follow the procedures laid down for them and abide by the company rules and regulations.
- Quality Management: I am responsible for implementing the ISO Management project. Having obtained certification, our major challenge is to ensure sustainability of the system and sticking to what we have set ourselves to do.
- Health & Safety: In terms of the Occupational Health and Safety Act and Regulations (85 of 1993) every employer has to ensure that the people work under safe and healthy conditions. My responsibility is to ensure that the company addresses all the health and safety requirements and this is done through monthly Health and Safety Meetings.
- Human Resources Management: Every new employee has to have a contract and his/her terms of employment explained. I organize Induction sessions for staff and explain the company code of conduct. I also facilitate employee performance evaluation and Training.

*What is the most challenging part of juggling different roles (working fulltime, being a mother, etc)?*

Fortunately my husband is very supportive, and the children are now older. The younger daughter is at boarding school so I only concentrate on the boy to ensure that his homework is done, his school uniform is clean and he brushes his teeth! The most challenging aspect is to plan what needs to be prepared for supper as I arrive quite late from work. I am very health conscious and have a diabetic in the house. The genetically modified foods add to my stress as it cannot be kept for longer than a day in the fridge. I find myself compromising a good meal with quick fixes.

*Tell us about your family.*

I have four children; three girls and one boy. First daughter (28) is already married with two girls, making me a grandmother! She is doing Stage 2 MBA at Milpark Business School and runs her own eventing company and she co-owns Ithembaletu Consulting Company with her husband. The second girl (22) is studying Public Relations at Vaal University. The third girl (15) is in Grade 10 and the boy (13) is in Grade 7. Their father is a shift overseer at Anglo Gold – Savuka Mine in Carletonville.

*What do you do to relax?*

Yoh! I realise now that I only relax when I go to bed at night. However, practice times with the church choir on Saturday afternoons serve as my leisure time. I am also a member of a health club where we do aerobics twice per week and different exercises in the gym.

*Are you positive/optimistic about South Africa and why?*

Definitely yes! In Sesotho we say “*Ha ho ntho e mpe, e senang molemo*”. Literally translated - there is always a positive side to every negative – “Every cloud has a silver lining”.

Apartheid, bad as it was, has placed South Africa on a “pedestal”. It became an international centre of attraction and as such, forced our leaders to think out of the box. With the charismatic leadership of Madiba, a very conducive environment was laid down in terms of investment opportunities and social integration. Sound economic and social policies have been developed and today anyone can make a living out of anything.

Innovative people have managed to break the barriers of poverty by exploiting the resources around them, and various development institutions provide capital for start-up businesses. Women and youth have been given opportunities to prove themselves through various initiatives and legislation. Sport, recreation and tourism are other areas where South Africa has invested and we have begun reaping the benefits. The fact that we won the bid to host Soccer World Cup in 2010 says it all...



A speaker evening was hosted for MBA students on Wednesday, 20 May. The speaker was Stafford Masie, the previous CEO of Google Africa. Stafford spoke about the impact of rapid changes in technology on business, societies, culture and history. On the photograph Stafford is with Cobus Oosthuizen (left) and Elna Lombard (right).

## All you need to know about Learnerships

A learnership is defined as a work-based route for learning and gaining qualifications. It includes both structured work experience (practical) and structured institutional learning (theory). In other words, it includes both on-the-job and academic components.

A learnership is not the only way to gain a full NQF qualification but it does offer a very specific work-oriented method for young people – especially from previously disadvantaged backgrounds – to acquire qualifications as well as preparation for the workplace and possibly placements in jobs.

If an employer in the banking sector has a business need that will be addressed by means of a learnership, it is the responsibility of that employer to advertise, recruit and select learners for the learnership.

The selection criteria for learners will depend on the type of learnership and on the employer's requirements. Learners can be selected from existing employees or from unemployed/pre-employed individuals. The selection criteria as well as information about the particular learnership will be supplied by the employer when they advertise. (Source: *BANKSETA Career Guide 2007*)

Milpark Business School first became involved in learnerships in 2004 and its learnership offering during 2005 and 2006 expanded to a small number of other clients. Since 2007 MBS's learnership offering has grown significantly. In 2006 MBS tendered for BANKSETA's Letsema learnership project (currently one of the largest learnership projects in the sector offered by BANKSETA) and was awarded the project for 2007, and after subsequent tenders, also for 2008 and 2009.

Since 2007 MBS has offered various learnerships to our corporate clients. In 2009 we were also awarded the BANKSETA Kuyasa learnership, which is aimed at graduate learners (see front page article). Currently MBS has eight active learnerships running with 1 266 learners. A further 6 learnerships will start off during August and October, which will add approximately 700 learners to the MBS learnership portfolio.

MBS is only responsible for the academic delivery of the programmes and the employers take responsibility for the recruitment of the learners and the workplace training.

# IMPROVE YOUR DECISION-MAKING SKILLS

It is a simple fact that the quality of the decisions we make determines our personal or professional success or failure. We should therefore continually assess the quality of the decisions we make.

While success does not lie only in the sum total of a sequence of decisions made - one has to take into account factors such as market circumstances, economic climate, competition and so forth - the decisions we make in our professional and personal lives are critically important to our growth and progress toward success.

Here are five tips to consider when you need to make decisions:

1. It may sound like stating the obvious, but recognise that your decisions are important. Give them the appropriate attention they deserve. Don't make important decisions with very little thought or too prematurely. Ensure you set aside time to actually think about the matter at hand.
2. Bear in mind that every decision has consequences, whether intended or unintended, wanted or unwanted. The key to success of course is making a decision that have intended and good consequences.

This means that you should think through the possible consequences, good or bad, of any decisions you take. To do this, you should explore "if this, then that" scenarios. Using a silly example, if, say, you are invited to a particular function/event, you have to consider what the implications are of your attending (there may be a number of benefits), or what the implications are of your not attending (you may miss out/lose out on certain opportunities, or harm your career prospects).

Again this seems pretty obvious, but too few people go through this process consciously. They make a decision on the basis of hope - they just hope that whatever they've decided will be the right thing to have done.

3. Make sure you have, within reason, as many relevant facts as possible before making the decision. It's a fact of life that we continually have to make decisions with insufficient information, so you can't procrastinate indefinitely in the hope that you'll eventually get the information you need. As soon as you have what you believe to be appropriate information, make your decision.

4. Making no decision is in fact making a decision - not to do anything. This is not necessarily a bad thing, as you might need to wait a bit before making a particular decision. However, not making a decision simply because you've frozen in the headlights is probably going to get you into a mess. So ask yourself whether you're not making a decision because that's the smart thing to do, or whether you're indecisive because you simply don't want to make a decision, then take appropriate action.
5. Don't hesitate to consult people whose knowledge, experience and opinions you respect. There is a saying which goes, "There's wisdom in the counsel of many." This means that if you have a number of advisers whom you can consult, you are better placed to make a wise decision. Never see this as a sign of weakness. Asking for people's opinion is a sign of strength. It shows that you are confident enough in yourself to ask others what they think. Use this very powerful decision-making tool when necessary. Just remember, however, that you're the one that has to make the decision. So only take and follow advice that you believe will work for you. Also, when you follow someone's advice, you are making a decision. You can therefore not blame them if your decision wasn't a good one. You must take responsibility for your decisions.

Making a good decision is great - things work out well and success follows. But making a bad decision is tough. If you make a bad decision, it's important to face up to the fact. Don't be hard on yourself and expend energy inwardly where you criticise yourself for the bad decision. Instead, use those same energies to set about trying to put matters right. That will be far more beneficial to you. Wasting time on self-recrimination is pointless. Recognise you've made a decision that hasn't turned out the way you wanted it to, draw a line, so to speak, and work at a solution rather than embarking on a blame game. Many people cannot see that a decision they made was their responsibility - they look for someone else to blame to avoid accepting responsibility.

Making a bad decision can be energy sapping. It's important, therefore, to turn your bad decision into a learning experience. There's nothing wrong with making a mistake - provided that you make the same mistake only once. If you are repeating a mistake, you have not learnt anything from that mistake. And you need to ask yourself why.

Once you've started to take steps to correct a bad decision, however, you will find yourself re-energised!

By Alan Hoskin

Source: [www.hrfuture.net](http://www.hrfuture.net)

"There is no limit to what you can imagine. And with commitment, with effort, what you can imagine you can become. Put your mind to work for you. Believe that you can do it. The world will tell you that you can't. Yet, in your belief you'll find the strength, you'll find the ability, to do it anyway."

**Ralph Marston**

## Superfoods to help ward off colds and flu

One of the chemicals in *onions* is quercetin. It helps suppress allergic reactions. Red and yellow onions are particularly high in quercetin. Add them raw to salads or cook with them to help ward off runny noses, sinusitis and even asthma.

The miracle herb *garlic* has been shown to contain over 20 anti-viral, anti-fungal and anti-bacterial substances and serves as a natural antibiotic for any type of infection. Ear infections, bronchitis, thrush, influenza and stomach bugs can all benefit from eating garlic. Use whole garlic cloves generously in cooking. Crushing or mincing the cloves help to release the phytochemicals. Chew on some fresh parsley to help neutralise the odour.

*Ginger* has been used for thousands of years by the Chinese to quell nausea. It also acts as an effective antiseptic. Ginger contains a substance similar to aspirin and may also help prevent blood clots. Ginger acts as a diaphoretic, promoting perspiration and easing fevers.

*Honey* is an age-old remedy for sore throats and other flu symptoms. Add honey to teas and porridges or spread on toast. For congestion, add a tablespoon of honey to hot water and inhale the fumes to clear blocked nasal passages.

*Horseradish* is a potent herb-like vegetable and one of the most powerful antioxidants known. Eating horseradish is effective in treating excess mucus, sinus congestion and asthma. Use fresh horseradish or wasabi (Japanese horseradish paste) to flavour foods and add zing.

*Carrots* and other bright orange vegetables are a rich source of beta-carotene, which is converted to vitamin A in the body. Vitamin A helps maintain integrity of the digestive tract, lungs and all cell membranes, preventing foreign substances from entering the body.

*Lemons* are a premier source of vitamin C, which is needed for healthy mucous membranes and for helping to ward off infections. It has also been shown that lemons and limes may exhibit antibiotic effects. Other foods rich in vitamin C include other citrus fruits, berries, tomatoes and red peppers.



## Scheduled Public Short Programmes

### Sales and Marketing Management

Start date: 1 August (12 weeks)

### Office Administration

Start date: 1 August (12 weeks)

### Finance for Non-Financial Managers

Start date: 1 August (12 weeks)

### Fundamentals of Project Management

Start date: 15 August (10 weeks)

### Bookkeeping to Trial Balance

Start date: 5 September (12 weeks)

### Bookkeeping 4 (Financial Statements)

Start date: 5 September (12 weeks)

### Public Administration and Finance

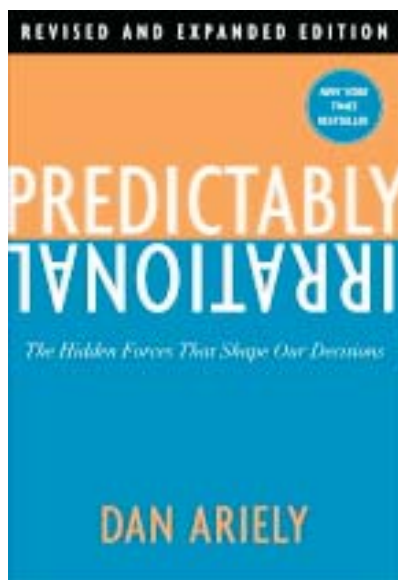
Start date: 5 September (12 weeks)

### Events Management

Start date: 5 September (12 weeks)

For more information on any short programme, contact **Vincent Sekolo** on 011 718 4006 or email him: [vincent.sekolo@milpark.ac.za](mailto:vincent.sekolo@milpark.ac.za)

**MBS and DSBI Alumni qualify for a 5% discount on any of these Short Programmes**



Our prehistoric ancestors spent much of their waking hours foraging for and consuming food, an instinct that obviously paid off. Today this instinct is no less powerful, but for billions of us it's satisfied in the minutes it takes to swing by the store and pop a meal in the microwave. With our physical needs sated and time on our hands, increasingly we're finding psychological outlets for this drive, by seeking out and consuming concepts.

Conceptual consumption strongly influences physical consumption. Keeping up with the Joneses is an obvious example. The SUV in the driveway is only partly about the need for transport; the concept consumed is status. Dozens of studies tease out the many ways in which concepts influence people's consumption, independent of the physical thing being consumed. Here are just three of the classes of conceptual consumption that we and others have identified.

**Consuming expectations:** People's expectation about the value of what they're consuming profoundly affects their experience. We know that people have favorite beverage brands, for instance, but in blind taste tests they frequently can't tell one from another: The value that marketers attach to the brand, rather than the drink's flavor, is often what truly adds to the taste experience. Recent brain imaging studies show that when people believe they're drinking expensive wine, their reward circuitry is more active than when they think they're drinking cheap wine – even when the wines are identical. Similarly, when people believe they're taking cheap

painkillers, they experience less relief than when they take the same but higher-priced pills.

**Consuming goals:** Pursuing a goal can be a powerful trigger for consumption. At a convenience store where the average purchase was \$4, researchers gave some customers coupons that offered \$1 off any purchase of \$6, and others coupons that offered \$1 off any purchase of at least \$2. Customers who received the coupon that required a \$6 purchase increased their spending in an effort to receive their dollar off; more interestingly, those customers who received the coupon that required only a \$2 purchase to receive the dollar off actually decreased their spending from their typical \$4, though of course they would have received their dollar off had they spent \$4. Consuming the specific goal implied by the coupon – receiving a savings on a purchase of a designated amount – trumped people's initial inclinations. Customers who received the \$2 coupon left the store with fewer items than they had intended to buy.

**Consuming memories:** One study of how memories influence consumption explored the phenomenon whereby people who have truly enjoyed an experience, such as a special evening out, sometimes prefer not to repeat it. We might expect that they would want to experience the physical consumption of such an evening again; but by forgoing repeat visits, they are preserving their ability to consume the pure memory – the concept – of that evening forever, without the risk of polluting it with a less-special evening.

While concepts can influence people to consume more physical stuff, they can also encourage them to consume less. Offering people a chance to trade undesirable physical consumption for conceptual consumption is one way to help them make wiser choices. In Sacramento, for example, if people use less energy than their neighbors, they get a smiley face on their utility bill (or two if they're really good) – a tactic that has reduced energy use in the district and is now being employed in Chicago, Seattle, and eight other cities. In this case, people forgo energy consumption in order to consume the concept of being greener than their neighbors.

If you enjoy arguments like these, read Dan Ariely's *Predictably Irrational* and visit the website: [www.predictablyirrational.com](http://www.predictablyirrational.com).

## MBA anyone?

Milpark Business School offers a modular, affordable MBA through contact learning at our Melville Campus or through distance learning in your own space.

The Milpark MBA learning programme is designed to produce graduates with general management skills, able to focus, manage strategically and provide effective leadership.

The course focuses also on entrepreneurship to ensure that graduates are able to function as entrepreneurs and have knowledge of the innovation theories, intrapreneurial activities, idea-formulation and funding sources essential to contemporary management.

The MBA consists of two stages. The first stage provides a sound basis in functional management and leadership concepts. The second stage focuses on strategic management and culminates in the preparation of a dissertation which addresses a key strategic issue in an organisation.

There is no need to let a lack of funds or time prevent you from reaching your life's goals...