

2024 Faculty Mensionective

Faculty of Economics and Finance





From the Editor's Desk

Celebrating
Transformation,
Research and
Innovation
and Student Success

It is with great pride and anticipation that we welcome you to the inaugural edition of *In Perspective*, the official magazine of the Faculty of Economics and Finance at Tshwane University of Technology.

This first edition arrives at a pivotal time in our faculty's journey—a time defined by bold transformation, academic innovation, and an unwavering commitment to student success. As the higher education landscape evolves, so must our approaches to teaching, learning, research, and community engagement.

At the heart of this transformation is a clear goal: to empower our students with the skills, knowledge, and values needed to thrive in a rapidly changing world.

Over the past few years, we have witnessed a steady and inspiring improvement in our student success rates. This is a direct result of the dedication of our academic staff, the resilience of our students, and the strategic reforms we have implemented across our five dynamic programmes: Accounting, Auditing, Economics, Finance and Investment, and Public Sector Finance.

Innovation continues to be a driving force within our Faculty—whether in curriculum development, digital learning environments, or collaborative industry partnerships. In this issue, you'll find stories that capture the essence of our innovation: forward-thinking projects, entrepreneurial students, impactful research, and transformative academic practices.

In Perspective is more than just a publication. It is a reflection of our vision, a celebration of our progress, and a call to action as we strive to shape the future of economics and finance education in South Africa and beyond.

We invite you to engage with the stories, share in our achievements, and become part of the exciting journey ahead. Here's the beginning of a platform that will continue to inspire, inform, and ignite ideas.

Warm regards,

Kgomotso Mokoena

Faculty Marketer
Faculty of Economics and Finance

In this issue

rom the Editor's Desk	2
ditorial	3
Message from the Executive Dean	4
Dean's Office	4
xecutive Summary	5
Departmental Heads	6
executive Committee Members: Faculty of Economics and Finance	7
aculty Achievements and Highlights	8
he Book Launch and Symposium	8
sit by the President of the Institute for Internal Auditors (Global), USA	10
ost-Doctoral Fellows in 2024	10
Department of Public Sector Finance	11
AX CLINIC: Department of Accounting	12
Sports Awards	12
Groundbreakers	13
cademic Excellence Awards	13
dvisory Committee and Industry Liaison	14
Success Rate	14
siting International Scholars & Internationalization Activities	15
he Association of Certified Fraud Examiners (ACFE)	15
nstitute of Internal Auditors—South Africa (IIASA)	15
inancial and Accounting Services Sector Education and Training Authority (FASSET)	15
aculty Graduations	16
mpactful Research, Innovation, Engagement and Technology Transfer to Foster Growth, Development and Sustainability Faculty MOU/MOA with External Institutions, Organisations, and Government Entities	17
Research Day 2024	18
Marketing and Recruitment Activities	19
024 Career Expo	19
024 First Year Student Orientation Program	20
UT looks forward to launching the Multi-Purpose hall	21
Disability Awareness Event, 20 Year Reality check!	22
The IIASA Global President and CEO Campus Visit	23
SAIGA and TUT Student Chapter Launch	24
aculty Industrial Expo 2024	25
ward winning Young Internal Auditor has big plans for Internal Auditing	26
he IIASA Young Leaders Conference	27

Editorial

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#fromfirstyear2firstjob

Faculty of Economics and Finance

PAGE 2

Faculty in Perspective 2024

Faculty of Economics and Finance

PAGE 3

Faculty in Perspective 2024

Faculty in Perspective 2024

Message from the **Executive** Dean





TUT GA-RANKUWA CAMPUS forms part of the Tshwane University of Technology and is located about thirty-seven kilometers north-west of Pretoria. The Campus houses the Faculty of Economics and Finance and its depth of character, traditions, diversity, commitment to academic excellence, as well as its beautiful natural surroundings contribute to making it such an exemplary academic environment.

In line with the university motto that "we empower people", the faculty takes pride in staff and students who have made many sacrifices and put in huge amounts of extra efforts to produce future-ready graduates who make knowledge work. The resurgence of the Covid-19 pandemic coupled with campus infrastructural limitations have affected the academic project and all of us in various ways.

Drawing inference from our Vice Chancellor and Principal, Professor Tinyiko Maluleke's remarks, "there is not a single public university in South Africa that has the infrastructure to accommodate all its students. Surely the infrastructure of a university and the campus upkeep may be jarring to the eyes. It may even be unconducive to the pursuit of knowledge". Despite all these unique everevolving challenges, both students and staff remained focused on overcoming the challenges.

The faculty constantly works to promote a conducive learning and teaching environment that supports students' welfare and promotes and coordinates students' social activities. We therefore had to look afresh at how we can better prepare the students for their live careers. We managed to find a way to grow resilience, which included transiting from face-to-face to online learning (e-learning) where we introduced and implemented multimodal online teaching, learning, and assessment tools to improve student success and graduation rates.

Not only will this provide students with knowledge relevant to future work, but they will also be empowered to develop their ability to be personally effective in applying that knowledge in changing situations.

Professor Polly Mashigo **Executive Dean**

Dean's Office



Executive Summary

Professor Polly Mashigo Executive Dean Faculty of Economics and Finance The campus's infrastructural limitations, coupled with the phased out programs in December 2024, brought about challenges that resulted in the faculty having limitless change in academic plans in 2024. Several strategic decision-making steps were required to assist and ensure that the students receive the necessary support to either exit the system or register in the HEQSF aligned programmes. However, as the faculty, we remained focused on putting measures in place to complete the 2024 academic calendar and produce "future-ready graduates who make knowledge work". These measures include continuing with online learning (e-learning) through multimodal online teaching, learning, assessment tools, and Recognition of Prior Learning (RPL) to improve student success and graduation rates. This included enhancing the Brightspace and MyTutor platforms. In addition, we use the "D2L Champions" to monitor the transition of all module activities and to help with module resources, technical documentation, video tutorials, blogs, discussions, and connections with Brightspace users. This saw our faculty achieving a success rate of 70% in 2024 from 83.0% in 2023 and a graduation rate of 25.73%, which is a drop of 6.02% from 31.75% in 2023.

We have awarded 1691 certificates to 2024 graduates compared to 2162 to 2023 graduates ranging from Certificates, Diplomas, Advanced Diplomas, Postgraduate Diplomas, Master of Business Studies, and Doctor of Business Studies in March/April 2024 graduation ceremonies. With that in mind, our research output is taking an upward trajectory with the growing pace of research activities continuing with a sense of courage through the "ring-fenced" financial support from the University Capacity Development Programme (UCDP). This assists in supporting staff for improving their M&D qualifications and other research related projects. For example, the faculty managed to arrange research workshops for both staff and postgraduate students for their development and to embrace the university's strategy of conducting an "impactful research, innovation, engagement and technology transfer to foster growth, development and sustainability". Our research output, therefore, saw an upward trajectory from 7.83% in 2021 to 14.72% in 2022, which further increased to 18.44% in 2023 and a further increase to 54,77% in 2024. This is an increase of 27.0% in overall research output units, which the faculty has never experienced, with a 0.978 research output per capita.

Our "faculty research implementation plan", which was developed and launched in 2021, focused on assisting everyone, from novice to established researchers, with realistic plans to encourage research impetus. We view these operational plans as a "purposeful vehicle" to enable novice researchers, including postgraduate students, to receive a viable opportunity to participate in research programmes. In addition to the niche area, namely "Inclusive Growth, Socioeconomic Development and Transformation" in the Economics Department, which was approved in 2023, we are currently in the process of identifying and growing additional research niche areas to ensure that the quality and impact of research keeps improving alongside ongoing collaboration and engagement with the most critical challenges our continent faces. In addition, we deliver research-informed and highquality experiences to our postgraduate students who, in turn, demonstrate the attributes of working and thinking independently.

We further continue to make significant strides in stakeholder engagements and building relationships with Sector Education and Training Authorities (SETAs). These include the Banking Sector Education and Training (BANKSETA), Finance Accounting Service Sector Education and Training Authority (FASSET), Southern African Institute of Government Auditors (SAIGA), Chartered Institute of Government Finance, Audit and Risk Officers (CIGFRO), and Bojanala Platinum District Municipality. Our contractual stakeholder agreement with these SETAs makes a positive impact on the students and their studies. This includes the provision of bursaries, particularly to the Advanced Diploma students to pay for their tuition, accommodation, and stipends/living allowances, prepare work-ready graduates to add value to them from a theoretical to practical perspective, and an opportunity to attend a free conference related to their study areas. We currently continue engaging with these SETAs on the work-integrated learning (WIL) and possible placements of our graduates in the workplace. In the end, I would like to express my sincere thanks and gratitude to all the colleague, academic management team, departmental administrators, and support services, for their adaptability, resilience, good work, and dedication to the academic projects and unremitting efforts in helping to drive the faculty by our TUT Pillars and goals of the ISP 2020-2025.

Faculty of Economics and Finance Faculty in Perspective 2024 Faculty of Economics and Finance Faculty in Perspective 2024

Departmental Heads

Ms Fezile Ncwangane

My passion lies in developing purposeful academic programmes and nurturing future-ready graduates equipped to contribute meaningfully to the accounting landscape."

Professor DP van der Nest Auditing

"Excellence in academia comes from empowering every voice and challenging every mind."



Professor Mulatu Zerihun

My work is particularly distinguished by its relevance to African economic integration, poverty and inequality, and sustainable development topics that align strongly with the Academy's mission."



"It is okay if all you did today was being kind to one person."





Sipho Maluleke Public Sector Finance

"Know your field and its key players. Attend their events and join student organizations within your field, ensure that you are known. The biggest mistake is graduating with distinctions but remaining unknown."



"Hard work pays eventually and avoiding taking shortcuts in life. Find ways of self-motivating ayourself and in times of setbacks, seek divine intervention."



Executive Committee Members: Faculty of Economics and Finance



Professor Polly Mashigo Executive Dean



Professor Nebbel Motubatsi Assistant Dean: Teaching and Learning



Associate Professor



Professor Georgina Coetzee Dr. Constance Chamano Molate Finance and Investment HoD



Professor DP van der Nest Auditing HoD



Ms Fezile Ncwangane Accounting HoD



Professor Mulatu Zerihun Economics HoD



Sipho Maluluke Public Sector Finance



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Mashudu Sibara Faculty Administrator



Marisa Frouws Faculty Administrator



Kgomotso Mokoena Faculty Marketer



Dr Raisibe Langa Academic Excellence Coordinator

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The Book Launch and Symposium

ABOUT SIX WEEKS after obtaining her second doctoral degree from the University of Bath, UK, early in 2024, Prof Polly Mashigo, Executive Dean of the Faculty of Economics and Finance, teamed up with the Head of Department of Economics, Prof Mulatu Zerihun, National Research Foundation (NRF) C2-rated researcher and Dr Esther Akinbowale, Postdoctoral Research Fellow at the Department of Economics. The authors embarked on writing an inspirational and highly relevant book titled "Understanding and Mitigating cyberfraud in Africa". Cyberfraud is a critical topic which poses major threats not only to the African continent but globally.

On 11 November, the book was launched during the Faculty of Economics and Finance's Symposium, which focused on 'Economic Growth Dynamics in Post-Apartheid South Africa - challenges and prospects".

In her welcome note, Dr Vatishwa Papu-Zamxaka, Deputy Vice-Chancellor for Research, Innovation and Engagement, highlighted the relevance of the topic in view of the constantly increasing cybercrime, the importance of informing and educating society on issues such as cyberfraud and -crime has become crucial. "The time is now and now is the time," she said.

Speaking about her second doctoral journey and writing a book so soon afterwards, Prof Polly Mashigo, who was one of only twenty-seven (27) candidates rigorously selected from the twenty-six South African universities to undertake the part-time Doctoral Programme, said: "The Doctor of Business Administration in Higher Education Management (DBA:HEM) combines a very precise research base with professional development in higher education policy and management, both globally and in specific settings. It places a high priority on the beneficial transfer of knowledge to professional practice. It was an exhausting journey. When my two fellow co-authors approached me to help write the book, I did not think I had enough energy left to do so. For some reason, they

Co-authors of the book picture below: Dr Esther Akinbowale Postdoctoral Research Fellow at the Department of Economics; Prof Mashigo and Prof Zerihun.







managed to convince me and when I looked at the topic, I realised the absolute need for a book on this critical topic, especially because of the increasing trends of cyberfraud and -crime on the African continent and the world at large."

In his review of the book, Northwest University-based, Prof Olalekan David, indicated that the book puts the spotlight on the consequences of cybercrime on African economies and highlighted important statistics on the prevalence of these crimes.

"In South Africa:

- 70% of the population had fallen victim to cybercrime and other risky behaviours, compared to 50% globally;
- 47% of Smartphone users had experienced mobile cybercrime in the past 12 months, compared to 38%
- Cybercrime has an economic impact equal to 0,14% of the National GDP, about R5,8 billion a year. The cost to the global economy is \$445 a year."

He added that this is a must-read book, which covers a wide range of topics, from a general overview of fraud, global statistics, the experience of different African countries of cyberfraud incidences, to case studies, and analysis of cybercrime activities in South Africa and the management control systems (MCSs), to practical guideline for mitigating cyberfraud and a discussion on policy lessons and formulation

Providing context on his involvement as co-author, Prof Zerihun explained that financial inclusion is one of the topics covered in the Department of Economics' Research Niche Area, "Inclusive Growth, Socioeconomic Development and Development". Although it would be ideal for people to buy the book, Prof Zerihun added that it is an Open-Source book as well. This will enable the information to be accessible to many more South Africans.



My journey towards obtaining a second **Doctoral qualification from University of** Bath, UK – Prof Mashigo

Following the book launch, Prof Mashigo shared more information about her second Doctoral qualification.

Summarising the study titled, "Assessment of Co-operative Governance in a Post-1994 Democratic South African Higher Education Sector", Prof Mashigo explained that the South African pre-1994 apartheid era subjected higher education to political, cultural, and social inequalities and discrimination that were differentiated and diversified based on race, gender, class, ethnicity and spatial nature.

The post-1994 democratic era prompted the government to adopt co-operative governance model in the higher education sector to redress the past apartheid challenges.

The main objective of this study was to assess how cooperative governance finds expression in South Africa's post-1994 democratic higher education sector to erode the apartheid legacy. The study further explored the nature, claims and expectations for democracy as reflected in higher education co-operative governance policy frameworks. Cooperative governance, with its principles of institutional autonomy, academic freedom and public accountability, was assessed to determine how it is framed in higher education policy to achieve democracy.

"Starting and completing a Doctoral qualification of this magnitude, especially for managers and leaders of universities who are inundated with administrative and other research-related responsibilities daily, was a daunting task. There are challenges that you are certain to face during the study. Some of these include the feeling of isolation, having to work alone with little time for social interaction, compounded by increased levels of stress, conflict with the study supervisors at times as well as difficulty in managing time between work, home and family.

"The experience gained through my first Doctoral degree prepared me for the level of detail and amount of research and writing that would be expected of me. Staying positive, motivated, and focused, helped me make it to the finish line. This also taught me the resilience and ability to plan for and complete this book," she added.



My journey towards obtaining a second Doctoral qualification from University of Bath, UK - Prof Mashigo

Programme Overview -Doctor of Business Administration in Higher Education Management (DBA: HEM)

The programme, funded by the South African Department change within their organisations, or the higher education of Higher Education and Training (DHET), is aimed at the sector in general. They are generally required to have held a reflective, career-minded professional manager who is looking mid- to senior position of responsibility in the field for at least for a systematic research programme that prioritises developing three years. The qualification brings together professional management expertise. Since it attracts higher education service managers, 'third space' professionals and academic managers globally, emphasis is placed on learning through staff from across the world to learn from each other in the shared experience. It involves key issues in contemporary university of Bath's DBA in Higher Education Management higher education management and prepares candidates to exercise professional responsibility and leadership in areas of strategic planning, decision-making and organisational

(HEM) and to look outside their institutional and cultural mindsets to make our universities better places to work and study. This led the way in forging an international academic community for the exchange of ideas through globalisation, Candidates should have the potential to achieve organisational internationalisation, and the knowledge economy.

of Economics and Finance Faculty in Perspective 2024 Faculty of Economics and Finance Faculty in Perspective 2024

Visit by the President of the Institute for Internal Auditors (Global), USA

THE PRESIDENT of the Institute for Internal Auditors (Global) from the United States of America (USA) visited the Ga Rankuwa Campus on Monday, 12 August 2024. He was accompanied by the Chairman of the Board and the Chief Executive Officer (CEO) of the Institute of Internal Auditors South Africa (IIASA).

The purpose of the visitation was to officiate the signing of the Memorandum of Understanding (MoU) with the Department of Auditing. The main agreement was on the Programme Accreditations and the Professional Body Examination to allow our Internal Audit students to sit for the professional designation examination (Certified Internal Auditors (CIA)) after completion of their programmes. The event was attended by more than 500 students and was very successful.



Post-Doctoral Fellows in 2024



Post Doctoral Fellows (PDFs) that were appointed as of March 2024 were eight (8) in the faculty. These PDFs contribute significantly to our research output as well as strengthen our postgraduate student supervision.

Department of Public Sector Finance

THE SOUTHERN AFRICAN INSTITUTE of Government Auditors (SAIGA) proudly announces the launch of its student chapter at Tshwane University of Technology's Ga-Rankuwa Campus.

This new chapter will provide students with valuable opportunities for professional growth through forums, panel discussions and symposia.

The launch event drew a large number of students keen to connect with SAIGA, its partners and associated training offices, including Pholela Business Advisory, MGI RAS and KEP Consulting.

Sello Malatsi, SAIGA's Strategic and Growth Partnerships Manager, expressed enthusiasm about the development: "We are excited to introduce an interim student structure to oversee SAIGA activities on campus. This marks just the beginning, as we plan to establish many more student chapters across South Africa."

TUT is unique among South African universities for offering a degree in public finance.

Public Sector Finance Head Sipho Maluleke highlighted the university's commitment to preparing students for impactful careers: "TUT aims to produce graduates ready to positively influence society. The SAIGA student chapter will enhance this by offering access to webinars and seminars led by industry leaders, helping students understand market expectations and prepare for their future careers."

Dr Audrey Legodi, Chair of the Auditing Department at the University of South Africa, delivered a keynote address

underscoring the value of the Registered Government Auditor (RGA) designation.

She encouraged students to pursue professional qualifications, emphasising how the RGA designation opened doors for her in her career. "Without the RGA designation, I wouldn't have secured my current role as Chair of the Auditing Department, despite holding a PhD in Auditing."

The launch of the TUT student chapter represents a significant step for SAIGA, aligning with the Institute's goals of accrediting universities and establishing student chapters nationwide.

Attendee Mimi Hlengane, an advanced diploma student in Public Finance, shared her excitement: "I attended this event to learn more about SAIGA and explore further qualifications. I'm inspired to join SAIGA and apply the insights gained to my future career."

The launch marked a significant milestone for SAIGA as accrediting universities and establishing student chapters are key objectives of the Institute. The establishment of a student chapter at TUT underscores this commitment.

The South African Institute of Government Auditors (SAIGA) visited the Ga-Rankuwa campus to launch the Student Chapter. The programme was aimed at explaining to students the benefits that SAIGA offers and what is required to obtain the Professional Designation, namely: Registered Government Auditor (RGA, SA). SAIGA and the department have already signed the MOU on programme accreditation and training of Public Sector Finance students.



Faculty of Economics and Finance

PAGE 10

Faculty in Perspective 2024

Faculty of Economics and Finance

PAGE 11

Faculty in Perspective 2024

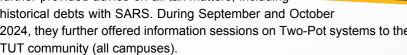
Faculty of Economics and Finance

TAX CLINIC: DEPARTMENT OF ACCOUNTING

THE TAX CLINIC is one of the faculty's most prestigious programmes. The faculty, through the Department of Accounting, offers to the TUT

community. The South African Revenue Service (SARS) has introduced several changes regarding the 2023/2024 tax season. As the tax clinic continues to develop, the Department of Accounting has expanded the empowerment of the Ga-Rankuwa community with knowledge of the changes on SARS matters. These changes are informed by the Tax Indaba, which is an annual conference presented by the South African Institute of Taxation (SAIT) that creates a platform to discuss topical tax issues affecting the local tax community.

It comprises an address by the SARS Commissioner and participation by industry thought leaders to bring you a well-rounded conference experience. As South Africa's biggest tax event, the Tax Indaba has attracted both the public and private sectors over the last 10 years since its inception in 2013. With global tax themes at its core, attending the Tax Indaba is essential for anybody operating in the tax industry. Our Accounting department staff members continue to attend the Indaba. The staff of the Department of Accounting has done the Tax Clinic Roadshows, helping the TUT community (all campuses) with tax matters during the start of the South African Revenue Services (SARS) Filing Season from 15 July to 8 August 2024. They offered free tax services on Individual Tax Returns, Auto-Assessment, and further provided advice on all tax matters, including







GROUNDBREAKERS









Faculty of Economics and Finance Faculty in Perspective 2024 Faculty of Economics and Finance

Advisory Committee and Industry Liaison





Success Rate

Reflect on the interventions and improvement of the success rate during 2024 and the implementation of the Success Rate Framework The faculty used the Success Rate Framework to identify, intervene, monitor, evaluate, report and track the high-risk modules and students at risk and those that may face possible exclusion from the qualifications in the system. Faculty implemented the following intervention plans to improve the student success rates:

- We used test 1 and a series of formative assessments to identify at-risk students early in semester 1 and provide targeted support to help them get back on track. The early warning system was tracked through Intelligent Agents on myTutor for all key faculty modules.
- We have agreed with the academic departments to provide assessment feedback on time to students to help the Academic Excellence Officer analyse the results and adjust the intervention and learning strategies accordingly.
- We have requested the lecturers to hold and adhere to regular office hours (for consultation) to provide additional support and answer questions outside of class.
- We trained our departmental administrators and HODs on the Students' Academic and Support Office (SASO) to leverage technology to provide additional support to students at risk of probations and exclusions. We further audited all our faculty key modules through the Instructional Designer for minimum use of myTutor and ensured that they all had activities such as online guizzes, resources, video lectures, frequent use of formative assessments and class interactive sessions.
- We have implemented tutorial and mentorship programmes to support the students in all high-impact modules across the Campus.

Visiting International Scholars & Internationalization Activities



The Association of Certified Fraud Examiners (ACFE)

to involve TUT students, partner in anti-fraud training and awareness campaigns, collaborate and expand the

The Association of Certified Fraud Examiners (ACFE), national and international footprint of TUT and ACFE-SA, South African Chapter aimed to create a link on each and promote a culture of accountability among students other's websites indicating the name of the institutions and and professionals. The cooperation will also open logos, establish a student chapter; create opportunities opportunities for TUT students to attend ACFE courses, programmes, workshops, and seminars.

Institute of Internal Auditors-South Africa (IIASA)

The collaboration and partnerships with the Institute of Internal Auditors aimed to benefit the TUT in promoting education, research, and professional development in the field of internal auditing, and to further support students who are pursuing professional designations in the field of internal auditing.

Financial and Accounting Services Sector Education and Training Authority (FASSET)

The collaboration between Financial and Accounting Services Sector Education and Training Authority (FASSET) and the faculty aimed to support the TUT students with career guidance, bursaries/financial assistance, and academic support for high-risk modules such as Financial Accounting I and III. The faculty received a commitment of R700 000 for academic support for these high-risk modules from FASSET in 2024. In addition, FASSET disbursed close to R10 400 0000 million in student financial support and bursaries, which helped 104 students. The funds assisted academically deserving students in paying off their current and historical debts, including accommodation and travelling costs.

Faculty of Economics and Finance Faculty in Perspective 2024 Faculty of Economics and Finance Faculty in Perspective 2024

tacuty Graduations

Graduations Reflect on graduates during 2024 with reference to qualification level, graduation rate and 2024 targets our total number of graduates is 1294, which is a significant drop compared to the previous year. The graduation rate has dropped essentially due to resource constraints and the change of assessment mode, from continuous assessment to examination termination mode, with the implementation of tutorial support in the third quarter of 2024, the impact was not significant to improve the graduation rate.

Faculty of Economics and Finance

Graduates (2024)

Total number of graduates:

High Certificate & Diploma & Advance Diploma: 7210

Post Grad: 343

Master's Degree: 54

Doctoral Degree: 7

Faculty in Perspective 2025



Impactful Research, Innovation, Engagement and Technology Transfer to Foster Growth, Development and Sustainability

Faculty MOU/MOA with External Institutions, Organisations, and Government Entities signed during 2024

Regarding the stakeholder engagements, we have made significant strides in building relationships and signing of the agreements with Sector Education and Training Authorities (SETAs) such as the Banking Sector Education and Training (BANKSETA) and Financial and Accounting Services Sector Education and Training Authority (FASSET) on student bursaries, Institute of Internal Auditors-South Africa (IIASA) and the Association of Certified Fraud Examiners (ACFE) for professional designation and workshops respectively.

Our 2025 plan is to continue engaging with these SETAs on the work-integrated learning (WIL) and possible placements of our graduates in the workplace. We also envisage more industry relations to generate additional third-stream income and enhance our students' skills and employment opportunities. The Table below depicts the SETAs with which we have already signed the MoUs and MoAs with as we continue to foster more relations for the future.

Department or CITSI	Organisation	Purpose (one sentence)	Funding (if applicable)
Accounting	Financial and Accounting Services Sector Education and Training Authority (FASSET)	To provide career guidance, bursaries/financial assistance, and academic support for high-risk modules	R700 000
	Financial and Accounting Services Sector Education and Training Authority (FASSET)	Bursaries	R10 400 000
	Banking Sector Education and Training Authorities (BANKSETA)	Bursaries	R4 410 790
Auditing	Institute of Internal Auditors—South Africa (IIASA)	Promoting education, research, and professional development and to further support students who are pursuing a professional designation in the field of internal auditing.	None
Faculty	The Association of Certified Fraud Examiners (ACFE)	To create opportunities for TUT students to attend ACFE courses, programmes, workshops, and seminars.	None
Total Funding			R15 510 790



Faculty of Economics and Finance Legentral Lay 2024



NAME	PRESENTATION TITLE
Mr. T.S. Thamaga	Prominent Features in the Development of School Accounting Teaching to Align with 4IR
Dr. Molate	Prominent Features in the Development of School Accounting Teaching to Align with 4IR
Prof. L.A. Smidt	The Ethical Perspective of Digital Auditing in the Public Sector
Mr. N. Chringa	An Empirical Analysis of AfCFTA Economic Growth Prospects in the SADC Region: Evidence Using ARDL-PMG Estimation Techniques
Dr. E.T. Megabown	Government Health Expenditure Gap: A Study on the Abuja Declaration Target Commitment and the Role of Economic and Government Factors
Dr. I.A. Iwegbunam	Monetary Policy, Fiscal Policy, and Exchange Rate Shocks on South Africa's Real Output Growth

Marketing and Recruitment Activities

DIGITAL MARKETING

Initiatives In 2024. on the Website Revamp and Search **Engine Optimization** (SEO), we focused on revamping our website to improve user experience and ensure easy access to program details, admission requirements, and application deadlines. The website's SEO was further optimised, resulting in a 25% increase in organic traffic year-over-year

EMAIL CAMPAIGNS AND RETARGETING

Social media Targeted email marketing campaigns campaigns featured were successfully successful alumni, launched for faculty insights, and student stories. prospective students Instagram saw a at various stages 40% increase in of the recruitment process. These engagement, with campaigns had a over 10,000 new 35% higher open followers across rate compared to platforms. TikTok the previous year. videos featuring Retargeting efforts faculty research and also resulted in an student experiences 18% increase in site helped connect with a younger, more diverse conversion rates.

SOCIAL MEDIA ENGAGEMENT

TOURS The faculty hosted five in-person campus visits and virtual campus tours in 2024. These events saw a combined attendance of over 500 prospective students. Alumni testimonials during these events proved highly effective in providing reallife insights into the impact of the faculty qualifications.

CAMPUS

SCHOOL PARTNERSHIPS

Direct engagement with local and national high schools led to increased awareness of our programs. We facilitated presentations and workshops for learners considering economics and finance pathways, with 40% of high school learners reporting increased interest in Faculty programs.

2024 Career Expo

audience.





CAREER EXPO

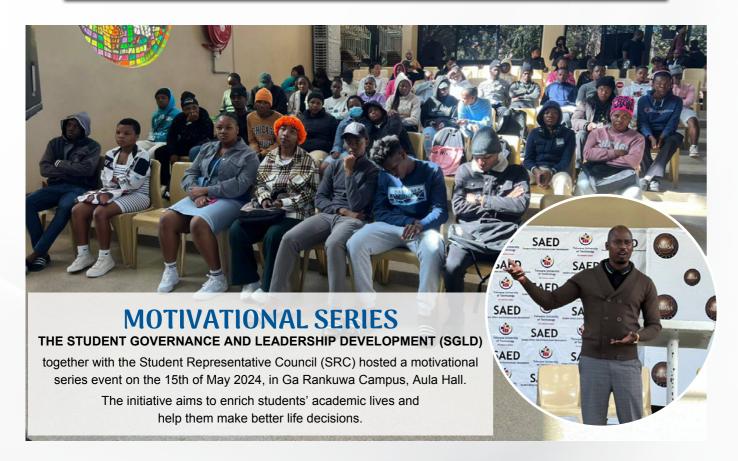


Faculty of Economics and Finance PAGE 18 Faculty in Perspective 2024 Faculty of Economics and Finance PAGE 19 Faculty in Perspective 2024

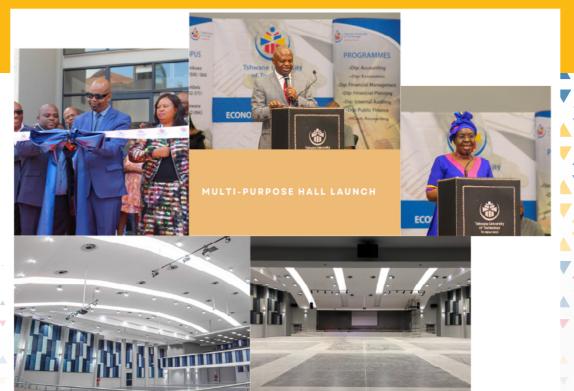
2024 First Year Student Orientation Program

The Faculty of Economics and Finance hosted the one-week Orientation, where they introduced the first-year students to the institution and their lectures a week before the actual commencing of the academic year and assisted them with challenges that they were facing.





TUT looks forward to launching the



For the first time since the Tshwane University of Technology (TUT) was established, the Ga-Rankuwa Campus - which is home to the Faculty of Economics and Finance - will host graduations on campus grounds.

This is thanks to the new state-of-the-art multipurpose hall, completed this year and officially launched on 27 November.

The Ga-Rankuwa Campus, which used to hold graduation ceremonies at the Soshanguve Campus, will celebrate graduations on campus for the first time when the autumn season kicks off in the first half of 2025. The spanking new hall boasts a seat capacity of 970 with a first-floor gallery that can accommodate about 240. Until now, the biggest hall at the Ga-Rankuwa Campus had room for only 200 students sitting for exams. The new hall can fit up to 485 students.

In addition to graduations and exams, the hall is ideal for conferences, public lectures and workshops. This also means the Ga-Rankuwa Campus' flagship community engagement programmes such as the annual tax clinic – have a new home. During the tax clinic, the faculty's top experts offer community members, staff and students free tax advice.

The launch was attended by among others Ga-Rankuwa Ward 30 councilor, Tshepo Kgatle, senior members of the South African Police Services in the area, TUT Council members and students. Speaking at the ceremony, Interim Campus Rector, Dr Elikanah Lumadi, said the hall has been years in the making. He noted that despite the setbacks, the perseverance, hard work and dedication of the leadership of the University ensured that the hall was completed. "It was designed with you in mind," he said to the crowd gathered at the hall.

Executive Dean of Economics and Finance, Prof Polly Mashigo, said the new hall will enhance the academic project at the Ga-Rankuwa Campus. It will eliminate the Campus' costly and inconvenient reliance on external facilities.

Thanking Vice-Chancellor (VC) and Principal, Prof Tinyiko Maluleke, Prof Mashigo said it was his unwavering support, inspiring leadership and quest for excellence that ensured the project was a success.

Deputy Vice-Chancellor for Operations, Dr Nkgatho Tlale, also hailed Prof Maluleke's leadership, noting how he has pushed for the completion of incomplete infrastructure projects.

"When he started at TUT he came to my office and said, I believe there is up to 13 unfinished buildings at TUT. Show me [the buildings]'," he said. Dr Tlale took Prof Maluleke to all the incomplete buildings, including the Ga-Rankuwa Hall.

Of that 13, only two are yet to be completed, said Dr Tlale.

Campus Student Representative Council President, Ntando Mbonane, said while the launch of the new hall called for a celebration, one building was not enough. She called for a faster pace of delivery and a more robust regime of building maintenance.

Prof Maluleke thanked the Department of Higher Education, particularly for the support and encouragement of Higher Education Minister, Dr Nobuhle Nkabane. He said without the support of the University Council and student leaders the completion of the hall would not have been possible.

"We are not opening a hall, but we are opening the doors of learning," he said. "We are here to open a window into the future of work."

Prof Maluleke said the hall was just the beginning of the rollout of the Ga-Rankuwa infrastructure masterplan.

Faculty of Economics and Finance PAGE 20 Faculty in Perspective 2024 Faculty of Economics and Finance PAGE 21 Faculty in Perspective 2024

Disability Awareness Event, 20 Year Reality check!

LIVING WITH DISABILITY is the experience of having a physical, mental, or emotional condition that severely limits one or more major life activities. This can include physical disability, sensory disability, cognitive disability, mental health disability, chronic illness and neurodevelopment disability.

Having a certain disability requires adaptability, resilience, frequently and inventiveness. It is important to acknowledge the variety of disability experiences and encourage inclusivity, accessibility, as well as empowerment for all people.

The **Disability Unit**, in collaboration with the Directorate of Health and Wellness, Student Development and Support, and TEED, held a Disability Awareness event at the Tshwane University of Technology (TUT) Ga-Rankuwa Campus. This event took place on 18 September, 2024.

Dylan Mashele PR and Communications Officer from National Council of & Samp; for the Persons with Disability (NCPD) explained "I was born in the early 90s, I was born with disease, if my mom had known by then, that if you give birth to a child with Glaucoma, and you need to do a full examination.

Because I believe had she knew then that she was supposed to do a full examination of the child, they would have picked up that I have got Glaucoma. While doing grade Ten (10) that is where we started seeing the symptoms of the Juvenile Glaucoma which were, I could not see any more what is written on the green board, I would bump into pupil, I would see things from the distance then when I go closer I could not see those things, the education system kicked me from high school because I could not cope anymore".

He added "I went to Dr. George Mukhari in Ga-Rankuwa and had five surgeries on my eyes, all of which contributed significantly to the damage to my vision. I got to the hospital with 60% eyesight in one eye and 20% vision in the other."

Rebecca Sikhosana from the Department of Higher Education and Training. "We are honoured to be a part of this event, and I am here to tell students that if they discover they have a condition, they should go to the disability support many stated that the extra time grante insufficient. By accepting, recognizing, experiences of persons with disabilities a more inclusive and equitable society.

unit and declare it. Section 6 of the constitution has been changed to add South African sign language as an official language. Departments and organizations are responsible for ensuring that national and international instruments are implemented. Those instruments are called The United Nations Convention on the Rights of Persons with Disability (UNCRPD) and the White Paper on the rights of Persons with Disability (2015)."

She Added "Students with disabilities are unaware of their entitlement for human services funding. Students with disabilities who meet the normal academic financial requirements are eligible for NSFAS disability funding, and they may also receive additional funds for assistive devices and human support. For example, if you want to see a doctor, you are entitled to R2000 each year in assessment fees. And those who need human support they are entitled to R50 000 once off, for learning material allowance students with disabilities are entitled to R6 000 per academic year, for living allowances students are entitled to R20 000 including meals."

Kagiso Gcanga, "I represent Edit Micro Systems, a company that focuses on assistive technology. We have devices, and we believe that everyone has the potential to contribute to society, such as being a taxpayer, if they are given the appropriate and right devices. We are trying to assist everyone to be as independent as possible, and we are looking at different types of impairments. We cater for all impairments, including blindness, low vision, dyslexia.

One of the students, Humphrey Mogajane explained "I have Megalocornea Intellectual Disability Syndrome, which is an incredibly rare illness that is defined by abnormalities. When writing an examination, you get an enlarged font question paper, and you also get an extra time for the exam".

During the event, students were given the opportunity to raise their concerns so that they may receive assistance; many stated that the extra time granted during the exam is insufficient. By accepting, recognizing, and appreciating the experiences of persons with disabilities, society may create a more inclusive and equitable society.

Minority Awareness Campaign



The IIASA Global President and CEO Campus Visit

"TUT is one of the three centers of excellence in the continent that actually shows that as a varsity we are doing something correct and great" said the board chairman of the Institute of Internal Auditors South Africa (IIA SA), Tshepo Mofokeng as was delivering an opening note at IIA. SA Global CEO and President visit that took place on the 12th of August 2024 at the Tshwane University of Technology Multi-Purpose Hall, GaRankuwa Campus. He highlighted how relieved he was that there will be so many internal auditors who would take over their duties when they into retirement.

The IIA SA is part of an international network representing the interests of internal auditors worldwide. As a member of this international network, IIA SA defends and supports the fundamental principles of the profession- the Code of Ethics and the International Standards for the Professional Practice of Internal Auditing. The IIA SA supports the profession by providing a wide range of services dedicated to training

and advancement of internal auditors and dynamically promoting and developing the profession in South Africa. The objectives of IIA SA are to develop the profession, its credibility and a prosperous business environment in South Africa. The IIA SA offers technical guidance, professional training programs, certification programs, continuing professional development opportunities, conferences, and networking opportunities.

Anthony Pugliese Global CEO and President of the IIA who is known for his significant contribution within the internal auditing sector was part of the invited keynote speakers. Pugliese reminded the students to never underestimate their importance in organizations they will work for in future. "For the past 34 years I have never regretted being an auditor." said Pugliese encouraging the students. During the event a memorandum of agreement (MOU) was also signed by Arlene- Lynn Volmink the IIA SA CEO.



Faculty of Economics and Finance Faculty in Perspective 2024 Faculty of Economics and Finance PAGE 23 Faculty in Perspective 2024

SAIGA and TUT Student Chapter Launch

THE PUBLIC SECTOR FINANCE DEPARTMENT hosted the South African Institute of Government Auditors (SAIGA) to officially launch the SAIGA

student chapter. The program was also aimed at explaining to students the benefits of SAIGA and what is required to obtain their designation

"Registered Government Auditor" (RGA). Four RGA Training Firms were in attendance and gave presentations on the opportunities that exist in their organization and how students can apply for these opportunities. The following firms gave presentations:

- KEP Consulting
- Pholela Business Advisory
- MGI RAS
- LAGAB

Trainee RGAs that are placed in these firms gave presentations to students about their experiences as Trainees. The student

chapter promises great benefits to students as it will be responsible for arranging the following:

- WebinarsStudent
- Seminars
- Industry-related funded training
- Mentorship programmes with Industry leaders

This aligns with the Department of Public Sector Finance's commitment to equipping our students with knowledge, skills, and attitudes to be enterprising and responsible citizens.



Faculty Industrial Expo 2024

TSHWANE UNIVERSITY OF TECHNOLOGY (TUT) GARANKUWA CAMPUS incorporation with the Department of Economics and Finance invited all senior students and graduates in the 2024 career expo which was hosted at TUT Ga-Rankuwa Campus Multipurpose Hall foyer on the 25 of July 2024.

Kgomotso Mokoena who was the coordinator of Career Expo in Ga-Rankuwa Campus stated the importance of the career expo "The purpose of the event is to bridge the graduate unemployment gap by exposing them to industries for continuity purposes". She further mentioned that as a faculty they have their expectations, which is to create future relations with professional bodies.

Eight departments were part of the career expo includes SAPS Internal Auditing, NFO SA, FAIS Ombudsman, ISACA SA Chapter, Employment Labour, SAIGA, Standard Bank and ACFE SA. The SAPS under their stall they were explaining how the Internal Auditing department works in the within the department. They also mentioned that they do cater for people who live with disability.

Colonel Siphei an SAPS Head of Internal Auditing stated, "We are by labour DPSA require that we must have 2% of employees under disability, so at current stage we are not reaching the target because we do not have people who are applying".

Colonel added that they participated in the Career Expo because they want to make the university aware that they also need students to apply because they fit, even if they have disabilities.

Elsje Joubert a Career Counselor Employment Labour said

"The Department of Labour has a section called public employment services where we offer career advice and job hunting advice, we also register the final year students or graduates to our database that is called Employment Services South Africa (ESSA)". Joubert also mentioned that the database is available online at ESSA labour students can upload their details on a database.

Warrant Officer Mbongeni Ndudula from Disability Management sub-section under hospice of Health and Wellness reveals that their role is to register members with disability to their database and that in each and every poster 5% should be filled by people with disabilities. "SAPS has recognize three types of disabilities which are physical disability, sensory impairment and mental disability. So according to government, each and every government department must have at least 2% of people with disability", said Ndudula.

Siphakanyiswa Duze a TUT student who is doing Diploma in Information Technology Specializing in Communication Network said, "I learned a lot today since there were many companies from various fields of study and I was only interested into I.T". Duze further mentioned that he has noticed that the Faculty of Information and Communication Technology (ICT) of which he is enrolled in is broad and it can fit in different companies.

"I can even recommend the career expo to a friend next time especially to someone who is still indecisive about their career, it will be a good opportunity for them to find information about other fields of which they might find themselves interested in", Duze concluded.



Faculty of Economics and Finance PAGE 24 Faculty in Perspective 2024 Faculty of Economics and Finance PAGE 25 Faculty in Perspective 2024

Award winning Young Internal Auditor has big plans for Internal Auditing



A YOUNG AND AMBITIOUS INTERNAL AUDITOR.

has made a significant impact in the field of internal auditing.

Recently, the Institute of Internal Auditors South Africa (IIA SA) awarded Thavhanyedza the Young Internal Auditor of the Year, a testament to his hard work and dedication.

"This award shows that I am heading in the right direction in the field of internal audit and it is a great boost to my career and lines me up for future employment opportunities."

Thavhanyendza's journey in internal auditing began at Tshwane University of Technology (TUT), where he studied National Diploma, Advanced Diploma, and Postgraduate Diploma in Internal Auditing.

After completing his studies, he underwent a traineeship in internal auditing at the Railway Safety Regulator and later moved to PRASA, where he currently works as a Junior Internal Auditor.

Throughout his journey, Thavhanyendza has been actively involved with IIA SA volunteering at the university level and later joining the Regional Committee. This involvement has provided him with valuable insights and helped him prepare for new challenges in the field.

Thavhanyendza credited TUT for the contribution it made towards his success in internal auditing. "I had lectures who guided me and a mentor who showed me the way".

Thavhanyendza advises aspiring internal auditors to identify their passion and interests within the field and work towards

achieving their goals. He also emphasizes the importance of having a mentor to guide them.

To stay current with industry developments, Thavhanyendza attends webinars, training, and conferences offered by IIA SA and ISACA SA. He is also working on establishing the IIA SA student mentorship program and Student Body for South African universities and universities of technology.

The field of internal auditing is evolving rapidly, with new technologies emerging to enhance audit processes. Thavhanyendza recognizes the importance of staying ahead of the curve and is working towards becoming an internal audit specialist in ICT, particularly Artificial Intelligence (AI). "My goal is to complete my Masters and PhD researching AI and internal audit functions," Thavhanyendza said. "I want to be the auditor of the future who is well-knowledge about new technologies like AI, Internet of Things, and Cloud Computing."

The IIASA Young Leaders Conference

INTERNAL AUDITING is an unbiased, independent assurance and consulting activity that seeks to provide value and enhance an organization operations.

On September 6th, 2024, The Institute of Internal Auditors South Africa (IIA SA) organized the first-ever Young Leaders Conference (YLC) for all institutions who offers internal audit in South Africa; the conference was held physically at the Tshwane University of Technology Ga-Rankuwa Campus. The purpose for the conference was to give internal audit students basis on how to become great Internal Auditors of the future.

Several guest speakers from different companies attended the event, including Zanele Maduna, CEO of No-Valo Learning Centre, Jannie Connor from IIA SA, Gift Somokwane the young Internal Auditor of the year 2022, and our very own Tshifhiwa Thavhanyedza the young Internal Auditor of the year 2023, Members from The South African Institute of Government Auditors (SAIGA), ISACA, BDO, and Nexia SAB&T

The CEO of the IIASA, Arlene-Lynn Volmink brought a whole crew for the conference, with an electric Programme Director Thabiso Moitoi; among the attendees was the Chairman of the Board Tshepo Mofokeng who also emphasised on the career paths within the internal audit discipline.

According to Maduna, CEO of No-Valo Learning Centre, Leaping ahead is the way forward. "There are three components of leaping ahead. The first is mindset. As

a human being, you must cultivate self-leadership and growth amongst yourself. You must also embrace yourself, stay courageous and silent, and self-reflection is the key for the mindset. The quote for the mindset is weather you think you can or think you

cannot, you are right by Henry Ford".

Jannor Connor, a Teacher and Manager, talked more about the foundations of Internal Auditing in South Africa. "Key aspects of Internal Auditing are objective assurance, consulting management, compliance, operational efficiency, engagement planning, field work and reporting. I would also like to discuss the internal audit competency framework, which has four knowledge levels: general awareness, applied knowledge, expert practitioner, and clear professional at every career level".

David dos Santos is an Internal Auditor at Nexia SAB&T. "The firm offers internal auditing and accounting, audit, cyber, to name a few. We also provide development opportunities by having vacation work on the internal auditing side from June to August, as well as development for underprivileged students. And our organization is as the democracy of South Africa, we are 30 years this year".

The IIASA's main role is to assist young leaders to follow the right path in their career choice in upholding the internal Audit profession the event was successfully all thanks to IIASA's Siyakhula programme and all the companies that participated. The event will be held annually, hosted by different institutions who offers in the internal auditing. It goes without saying the first-ever successful IIASA - YLC was hosted TUT Ga-Rankuwa Campus, Department of Auditing led by Professor DP Van Der Nest. We await to see which institution is next in line to hold the next

is mindset. As

IIA - YLC in 2025.

Faculty of Economics and Finance

PAGE 26

Faculty in Perspective 2024

Faculty of Economics and Finance

PAGE 27

Faculty in Perspective 2024

Faculty of Economics and Finance

