

Graduates of TSIBA Business School are capable, resilient, adaptable and purpose-driven. With the requisite competencies to work individually and collectively to achieve solutions, TSIBA graduates are educated and equipped to add significant value.

Purposed-Lived  
Since 2004



# 20 Year Impact Report



# TSIBA

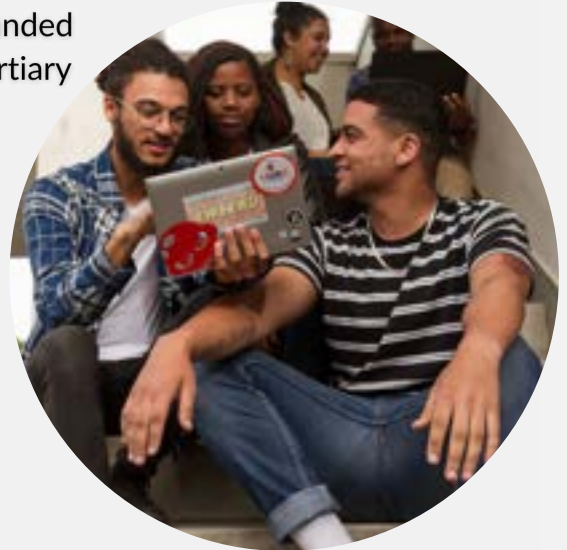
FUTURE BUSINESS LEADERS

## Welcome to TSIBA

TSIBA Business School, registered as TSIBA Education NPC, is an accredited not-for-profit Higher Education Institution located in Cape Town, South Africa. TSIBA offers unique undergraduate and postgraduate qualifications in business and entrepreneurial leadership.

An early pioneer of access to tertiary education through funded tuition-fee scholarships, TSIBA has offered high quality tertiary level business education to talented and ambitious young Africans since 2004.

Given the stark difference between a national youth unemployment rate above 50% and how this number shrinks to less than 10 % when armed with a tertiary degree, TSIBA has focussed on enabling determined young people who are traditionally excluded to gain access to quality tertiary education and to succeed.



## Our Vision

To challenge the status quo of business education through a values-based approach to teaching and learning in a changing world.

## Our Mission

To invest in purpose-driven humans and emerging businesses who lead social change.

## Our Gemstone and Shards

- Gemstones are durable and resilient. In the hands of skilled craftsmen Gemstones become items of immense value, and each one is unique. TSIBA Students are the precious Gemstones in the making at TSIBA.
- TSIBA Graduates 'explode' into the universe as skilled business professionals, and citizens with a commitment to purpose-lived leadership.
- TSIBA is African, proudly rooted in South Africa and proudly diverse in its perspectives and learning community.



## Our Commitment

- TSIBA commits to providing its students with a rich, relevant and rewarding business education..
- TSIBA commits to providing access to high quality tertiary education at exceptional value.
- TSIBA commits to a learning community in a diverse and supportive environment.
- TSIBA commits to achieving the UN Global Sustainability Goals on Education and Poverty reduction.



## Our Impact

Since inception in 2004, TSIBA has invested in transitioning young people into careers and ethical, purpose-driven leadership. To understand our return on investment we measure four key impact categories:

- **Access to Education**
- **Graduate Employability**
- **Leadership**
- **Academic Throughput**

## Access to Education

### Why do we measure Access?

- TSIBA subscribes and aspires to the Sustainable Development Goal of Quality Education (SDG 4)
- Most TSIBA students have emerged from Quintile 1 to 3 (secondary) schools, primarily in the Western Cape. Even when they have completed Grade 12 they would not have achieved the exemption necessary to study at university level. Our students are first generation tertiary education students, typically from the demographic of economically marginalised youth. While talented and aspiring to transcend poverty, severely limited opportunities to access tertiary education exist - either through NSFAS (National Student Financial Aid Scheme) to public universities or to other private higher education institutions

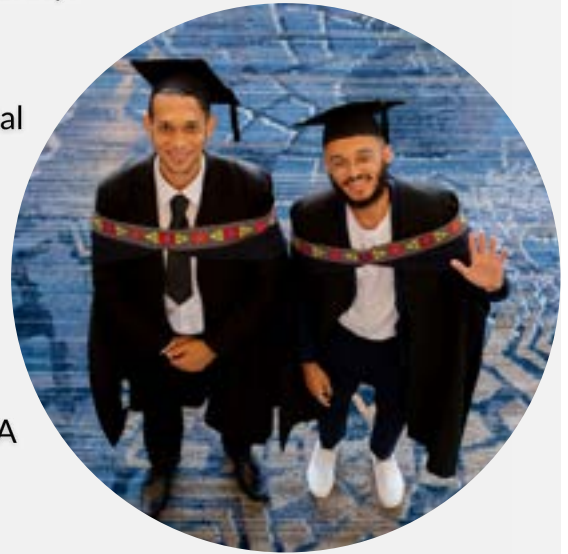


## What impact has TSIBA achieved?

TSIBA has provided over 9500 full or subsidised annual-tuition scholarships to over 3500 students who otherwise would not have had such an opportunity.

TSIBA has produced 1743 business graduates, including 646 Bachelor of Business of Administration in Entrepreneurial Leadership (BBA) Alumni and 1088 Higher Certificate in Business Administration (HCBA) Alumni.

761 (70% of 1088 ) HCBA Alumni have progressed to the TSIBA BBA degree, graduated as degree alumni, or remain on course to do so. Access to degree studies to this group would have been highly improbable without the TSIBA HCBA bridging qualification pathway.



TSIBA has grown student numbers from 86 registered for studies in 2008 to over 700 students currently registered . 1000 students in-studies annually is targeted from 2025.

## Graduate Employability

### Why do we measure Graduate Employability?

- TSIBA subscribes and aspires to the Sustainable Development Goal of No Poverty (SDG 1)
- In a context of over 50% youth unemployment, a primary measure of our raison d'etre is graduate employment and active economic citizenship.
- TSIBA measures Graduate Employment across a range of dimensions, including employment, remuneration, mobility, consistency, industry sector and economic contribution.



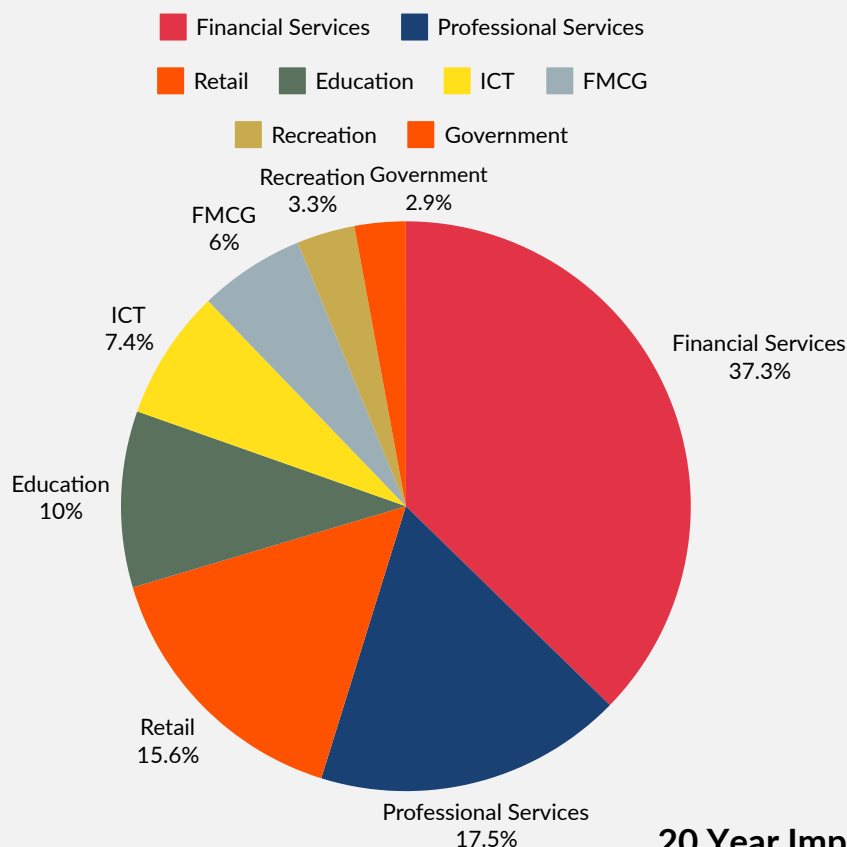
## What impact has TSIBA achieved?

- TSIBA has maintained a post-graduate employment rate of above 90% for our BBA Degree Alumni since inception.

A TSIBA Bachelor of Business Administration (BBA) Degree graduate survey conducted in 2023 found the following with specific reference to our graduate employment rate:

- **First employment remuneration:** First-Employment (average) monthly earnings greater than R8000 places TSIBA BBA Alumni in the middle 40% of per-adult household income earners in South Africa, and above 50% of South African income earners.
- **Average remuneration:** The current average per-month earnings of R 14 668 places TSIBA BBA Alumni in the top 18% of earners in South Africa ([2022 Business Tech Report](#)).
- **Remuneration mobility:** 31% of TSIBA BBA Alumni respondents to the 2023 graduate survey earn above ZAR 30 000 per month (or ZAR 360 000 per annum). At this level of remuneration, these (TSIBA) Graduates are in the top 50% of South African income earners ([Salary Explorer](#))
- **Employment rapidity:** In a measure of employment rapidity, 88% of TSIBA BBA graduates have achieved employment within 12 months of completion of studies at TSIBA, the majority of whom have gained employment with the host organisation with whom the TSIBA third-year internship was completed.

### TSIBA BBA Graduate Employment - Sector Distribution



## What impact has TSIBA achieved?

- **Employment consistency:** In a measure of employment consistency, over 68% of TSIBA graduates have remained in employment 75% of the time since graduation.
- **Financial sector employment:** The majority of TSIBA BBA graduates remain employed in the financial services sector, with many of these having completed the ASISA Investment Management Course (IMAC) as a second-year elective course.
- **Qualification relevance** - Data supporting the relevance of the Higher Certificate and Bachelor of Business Administration qualifications offered by TSIBA is affirming. Recent data in two separate reports through (BUSINESS TECH) and (BUSINESS TECH) indicates business administration and management amongst the most in-demand jobs in South Africa currently in light of an increase in overall hiring activity. TSIBA continues to track skills demands and curriculum content to optimise graduate opportunities in the workplace.
- **Economic contribution:** Calculated over the lifespan of TSIBA BBA graduates will earn over ZAR300 Million as active tax-paying economic citizens.

## Where our Graduates work:

ALLAN GRAY

Lewis  
Group Ltd

CLICKS

CURO  
FUND SERVICES

OLDMUTUAL

M&G  
Investments

Sanlam

CORONATION

TSIBA  
BUSINESS SCHOOL

FUTUREGROWTH  
/ ASSET MANAGEMENT

Unilever

Taquanta

DGMT  
THE DG MURRAY TRUST

Granate  
ASSET MANAGEMENT

Investec

santam

IOX  
INVESTMENTS



## Leadership

### Why do we measure Leadership?

- Access to education is necessary, but not sufficient. Ultimately, education must act as a catalyst for the best of what people can be.
- At TSIBA, the core subjects which underpin excellent business education are necessary and provided in full, but we go beyond. The subject of Leadership sits at the heart of all of our curricula. All graduates of this institution have deeply explored the questions of what is their work? what is success? and how do they add value? We measure Leadership to assess our impact in this important element of a TSIBA education.

### What impact has TSIBA achieved?

#### TSIBA has produced:

- 8 Mandela Rhodes Scholars,
- 2 United Nations PRME Global Student Regional Leaders in Africa,
- 3 Kofi Annan Scholars
- 8 AllanGray Orbis Foundation Fellows
- Hundreds of graduates committed to paying-it-forward, building better communities and a better planet.
- TSIBA Purpose-Lived leadership conversations with remarkable humans from across the globe are shared openly, and have enjoyed thousands of downloads.

## Academic Throughput

### Why do we measure Throughput?

- Significant investment in funding TSIBA requires the creation of a learning environment capable of student retention, progression and maximising return on investment.
- As a registered higher education institution TSIBA has a legal requirement to do so.

### What impact has TSIBA achieved?

- Notwithstanding the education deficit with which many students start, TSIBA has consistently produced throughput rates in excess of 50% across our certificate and degree programmes. TSIBA throughput rates compare favourably with a South African national average rate lower than 50% across all programmes.



## Awards

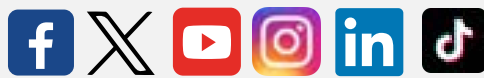
- Winner of the Mail & Guardian Drivers of Change Awards: “Investing in the Future Youth Development”. The ‘Youth Development’ category assessed projects nationwide that best demonstrated how NPO’s had contributed to the wellbeing of our society, and who go beyond the conventional in anti-poverty and development work
- Co-Winner: Europcar Women in Leadership Award - Gia Whitehead, TSIBA Chief Executive Officer
- Black Management Forum: Top Chapter award to TSIBA Education, Cape Town
- ECO-LOGIC Awards: Energy Efficiency Award. Certificate of Merit: TSIBA Education NPC, Eden Campus
- TSIBA Co-Founder Adri Marais: nominated as Finalist in the Businesswomen of the Year Awards & “2016 TOPCO National Business Awards” in the Women's category
- Western Cape Premier’s Entrepreneurship Recognition Award
- Best Social Enterprise Category – 3rd place for the TSIBA Career Centre
- Winner of the inaugural Eduweek Africa: Award in the Higher Education category
- Bronze Ministerial Youth Excellence Award: Youth in Rural and Farm Areas (TSIBA Eden)
- Winner of Eskom’s ETA Award in the Community Category, focused on the theme of ‘Institutionalising energy savings’
- Impumelelo Gold Award for social innovation for being an exceptional model for rural tertiary education
- Winner – Top Young Woman Entrepreneur: Awarded to Gia Whitehead, TSIBA Co-founder and Chief Executive Officer
- Mail and Guardian “Top 100 Young People”: Awarded to Leigh Meinert Co-founder





**To provide a sense of TSIBA outcomes - readers are encouraged to take a few minutes to view the 2023 TSIBA Graduation ceremony and the TSIBA Video.**

**TSIBA extends an open invitation to visit our campus and to meet with TSIBA students and alumni on arrangement with TSIBA staff.**



**[www.tsiba.ac.za](http://www.tsiba.ac.za)**