



# BUSINESS

## NEWS

3<sup>RD</sup> EDITION  
SEPTEMBER, 2021

OFFICIAL NEWSLETTER OF SCHOOL OF BUSINESS, UNIVERSITY OF CAPE COAST

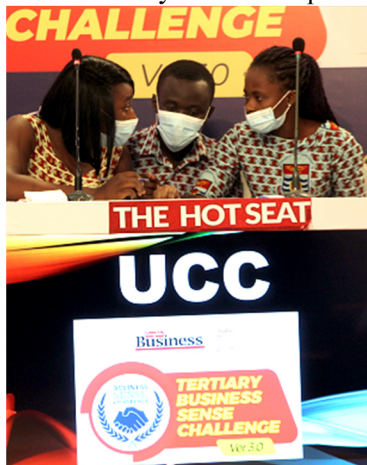


### TOP ITEMS

- UCC School of Business Wins the 2021 Tertiary Business Sense Challenge
- 2020/2021 Dean's Award Ceremony
- CESED Trains Agricultural Entrepreneurs
- UCC Lecturer Wins Journal of African Business 2020 Best Paper Award

### UCC School of Business Wins the 2021 Tertiary Business Sense Challenge

The University of Cape Coast (UCC) School of Business has been declared winner of the third edition of the Tertiary Business Sense Challenge (TBSC). UCC School of Business battled the Kwame Nkrumah University of Science and Technology for the trophy on 28th August, 2021. UCC clinched the title in the maiden edition in 2019 but lost the second edition to the University for Development Studies.



The third version of the competition kicked off to a fortunate start for UCC as the opponents (Bolgatanga Technical University) was a no show and, as such, the UCC team got a walkover to the second stage of the competition.

The UCC team then battled Accra Technical University at the second stage of the competition and trod over Tamale Technical University with a **whopping 60-point gap** in the quarter finals.

Team UCC had the toughest challenge, yet, when it faced the University of Education, Winneba in the semi-final contest. It was a **battle of nerves and wills** which saw UCC emerging victorious, with a 20-point difference and securing a place in the finals for the third time in three years.

The finals took place at TV3 studio B on 28th August, 2021 with

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### 2020/2021 Dean's Award ceremony

The School of Business of the University of Cape Coast (UCC), has presented educational books and certificates to 186 high-performing students with a CGPA of 3.6 and above during its 2021 Dean's Award Ceremony. The ceremony was held on 25th March, 2021 at Auditorium 900, C. A. Ackah Lecture Theatre Complex, North Campus of the University. Due to the COVID-19 pandemic, physical attendance was limited to awardees, faculty, administrative staff and few invited guests while students and the general public joined virtually.



The chairman for the occasion, Prof. Francis Eric Amuquandoh, Provost of the College of Humanities and Legal Studies, indicated that learning was a difficult task, therefore, students who had excelled academically, especially, during the COVID-19 pandemic deserved to be celebrated. He congratulated the students and encouraged them to continue to work hard to maintain or improve their current CGPA.

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# CESED Trains Agricultural Entrepreneurs

The Centre for Entrepreneurship and Small Enterprise Development (CESED) in May and June 2021 organised entrepreneurial training for 35 farmers in the Kakum Catchment Area, specifically Nyamebekyere, Bobi, Paaso and Sum Nyame Kodur, in the Central Region of Ghana. The training is situated within the broader scope of equipping the farmers with sustainable alternative livelihoods as part of the Family Life (SOW 2) joint project of the Rainforest Alliance, Olam and Läderach (Schweiz) AG.

This year's training is the fourth in a series conducted by CESED for the Rainforest Alliance, an international non-governmental organisation. The training sessions focused on developing the entrepreneurial mindset of the farmers and equipping them with creativity, opportunity identification, book-keeping, financial management, branding, marketing and business plan writing skills. Since 2017, a total of 115 farmers who are into grasscutter farming,



vegetable farming, trading, bakery and beekeeping have received entrepreneurial training, coaching and backstopping support from CESED. The training has yielded positive results. A typical example is the success story of Mr. Damoah, a grasscutter farmer, who started with 4 female and 2 male grasscutters. Since 2016, he had been able to grow his flock to 167 out of which he had sold 145 at an average price of GHC150.

He further noted that students and alumni of the school were contributing and influencing governance, policymaking, entrepreneurship and innovation in Ghana and beyond. "Our lecturers, administrative staff, and students are always motivated by our core values of reliability, integrity, good governance, honesty and teamwork," he said.



## 2020/2021 Dean's Award ceremony- page 1 contd.

He also commended the staff of the school for their hard work, dedication and commitment and noted "the joy and duty of our profession is to see our students excel".

The Dean of the School of Business, Prof. John Gartchie Gatsi, explained that the Dean's Award ceremony is an important event on the calendar of the School. He mentioned that apart from the awards programme, students who obtained a CGPA of 2.0-grade point and below had been assigned to their Heads of Department to receive counselling to encourage them to improve their grades.



The guest speaker for the event was Mr. Alhassan Trawule, Head of Research Unit at the Institute of Chartered Accountants Ghana (ICAG). He spoke on the theme "How to Achieve and Sustain Academic Excellence in a Pandemic". In sharing his personal experiences as a first-class student of the UCC School of Business, he explained that there was the need to always see the award ceremony as a motivator. He said that academic excellence has been identified with achieving high grades and superior performance, but it is more than just making good grades. Besides academic excellence, Mr. Trawule exhorted students to develop their

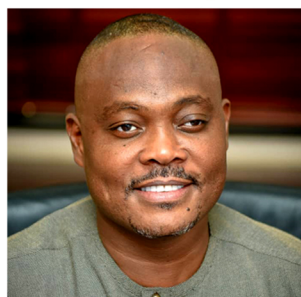
spiritual lives, have career mentors and smart friends. The award ceremony was also attended by faculty, staff and students of the University.

## Statistic of Awardees for 2020/2021

PROGRAMME	Level 200	Level 300	Level 400	TOTALS
B.Com (Accounting)	35	41	24	100
B.Com (Finance)	4	12	12	28
B.Com (HRM)	5	9	1	15
B.Com (Management)	6	7	8	21
B.Com (Marketing)	8	0	2	10
B.Com (Procurement & Supply Chain Mngt)	3	6	3	12
<b>TOTALS</b>	<b>61</b>	<b>75</b>	<b>50</b>	<b>186</b>

## SPOT LIGHT

### UCC Lecturer Wins Journal of African Business 2020 Best Paper Award



**H**on. Dr. Kwamena Minta Nyarku and his co-authors, Prof. Ernest Yaw

Tweneboah-Koduah and Mrs. Matilda Adams, received the 2020 Second Best Paper Award from the Journal of African Business. The award winning paper titled *“Using Theory of Planned Behaviour in*

*Marketing to Predict Waste Disposal Behaviour in Ghana”* had previously won the best conference paper award at the 19th International Academy of African Business and Development (IAABD) Conference in Durban, South Africa (16th to 19th May, 2018).

In relation to the award, Hon. Dr. Nyarku shared this with the Business News: “In the paper, we employed a quantitative approach to examine how a behavioural change theory (theory of planned behaviour [TPB]) could be used in social marketing to predict households’ waste disposal behaviour in Ghana.” Findings of the study showed that attitude towards waste disposal behaviour was the strongest predictor of behaviour, followed by subjective norm and then intention.

The findings will help social marketing implementers and policy-makers to develop effective waste disposal interventions programmes using variables that are applicable in our context. The study, in its uniqueness, appears to be the first to systematically and quantitatively apply the Theory of Planned Behaviour in social marketing to investigate waste disposal behaviour in an emerging economy context. Hon. Dr. Nyarku recommended that policy makers or the government should introduce policies that will help reduce the barriers in the environmental setting which prevent households to properly dispose of their waste. For instance, they can provide accessible waste bins, and inexpensive waste collection fee to help remove the barriers to proper waste disposal adoption.



### UCC School of Business Gets New Vice-Dean and Heads of Departments

**T**he School of Business held a handing-over ceremony on 2nd August 2021 to usher into office a new Vice-Dean and three new Heads of Departments. Dr. Samuel Kwaku Agyei took over from Dr. (Mrs.) Elizabeth C. Annan-Prah as the Vice-Dean while Prof. Edward Marfo-Yiadom, Prof. Siaw Frimpong and Dr. (Mrs.) Gloria K. Q. Agyapong took over the mantle of headship for the Departments of Accounting, Finance and Marketing and Supply Chain Management, respectively.

The Dean of the School, Prof. John Gartchie Gatsi, reminded the in-coming officers of their duties and responsibilities with particular reference to the University Statutes and tasked them to live up to expectation.

Present at the ceremony were the Dean of the School, Heads of Departments, Director of CESED, Faculty Officer and some administrators from the various Departments and CESED.



**DR. SAMUEL KWAKU AGYEI**  
Vice-Dean



**PROF. EDWARD MARFO-YIADOM**  
Head-Department of Accounting



**PROF. SIAW FRIMPONG**  
Head-Department of Finance



**DR. (MRS) GLORIA K.Q. AGYAPONG**  
Head-Dept. of Mktg & Sup. Mgt

## UCC School of Business Development Fund Supports Needy but Brilliant Students



The UCC School of Business, at the maiden UCC Scholarship Award ceremony held on 29th March, 2021 at the UCC School of Medical Sciences Auditorium, supported fifty-six brilliant but needy students with an amount of

### Distributions of scholarships at the School of Business

Programme	Undergraduate	Postgraduate	%	Amount
B.Com (Accounting)	23	1	42.8	37,201
B.Com (Finance)	15	-	26.8	22,305
B.Com (HRM)	3	-	5.4	4,461
B.Com (Management)	8	-	14.3	11,896
B.Com (Marketing)	4	2	10.7	11,948
<b>Total</b>	<b>53</b>	<b>3</b>	<b>100</b>	<b>GH¢ 87,811.00</b>

One Hundred Thousand Ghana Cedis (GH¢100,000.00) to support students from the School of Business. The purpose of developing physical facilities, supporting students' academic work and staff development programmes. In line with this, the Board of Trustees of the Fund approved an amount of One Hundred Thousand Ghana Cedis (GH¢100,000.00) to support students from the School of Business.



### UCC School of Business Wins the 2021 Tertiary Business Sense Challenge

UCC winning with a gap of 9 points at the end of the contest.

The UCC team was spearheaded by Dr. Edward Amarteifio and consisted of six students and four facilitators. The four contestants who represented the School were Beatrice Kwakye Appiah, Rose Bawuah, Ernest Ameka Bram and Anthony Kuntu Blankson. They were supported by Foster Segbe and Richard Appiah. The facilitators were Bernice Nkrumah-Boadu, Juliet Donkor, Lord Osei Afriyie and Isaac Asante. The UCC School of Business wishes the team **Ayekoo!**



The TBSC is a business quiz competition organised by Graphic Business of the Graphic Communications Group Ltd., Ghana, in partnership with the Institute of Chartered Accountants, Ghana (ICAG). The competition is aimed at developing tertiary business students to build successful business careers in the future. The 2021 Challenge marked the third edition of the competition, and was on the theme "Setting a Sustainable Business Agenda". The competition has fast grown to become one of the most anticipated events on the calendar of tertiary institutions in the country.



## HEALTH TIT BIT

### Why Drink Enough Water



**DR. JAMES KOJO PRAH**  
Deputy Director, Directorate of University Health Services, University of Cape Coast

It is common to hear that water is life. In fact, water is essential for your health. But why? Water is your body's principal chemical component as it makes up about 50% to 70% of

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## Why Drink Enough Water



your body weight. It is, therefore, obvious that your body depends on water to survive. Every cell, tissue and organ in your body needs water to work properly. The following are some benefits of water:

1. It regulates your body temperature. Your body loses water through sweat during physical activity and in hot environments like ours. Your sweat keeps your body cool. Therefore, staying hydrated is crucial to maintaining your body temperature. If you sweat more than usual, make sure you drink enough water to avoid dehydration.

2. Water protects your tissues, spinal cord and joints. Water helps to lubricate and cushion your joints, spinal cord and tissues. This will help you enjoy physical activity and lessen discomfort caused by conditions like arthritis.

3. Water helps to excrete harmful waste products. The body excretes waste products through sweat, urine and stools. Your body uses water to produce sweat and urine, and have bowel movements. Water is, therefore, needed in enough quantities to replenish the lost fluid in sweat, to have healthy stools and avoid constipation. Water also assists the kidneys to work efficiently in the production of urine.

4. Water helps the body fight off diseases. Drinking enough water can help prevent certain medical conditions like kidney stones, urinary tract infections and exercise-induced asthma. Water also helps the body absorb important vitamins, minerals and nutrients from the food you eat.

5. Water is also known to boost energy, aid in cognitive functions and keeps your skin bright.

## How much water should you drink?

About 20% of your daily fluid intake usually comes from food and the rest from drinks. The United States National Academies of Sciences, Engineering, and Medicine determined that an adequate daily fluid intake is about 15.5 cups (3.7 litres, approximately 7 sachets of water) of fluids a day for men, and about 11.5 cups (2.7 litres, approximately 5 sachets of water) of fluids a day for women. These recommendations cover fluids from food, beverages and water.

## How to tell if you are dehydrated

Feeling thirsty indicates your body is not receiving adequate hydration. If your urine is dark or coloured, you may be dehydrated. Pale or non-coloured urine typically indicates proper hydration.

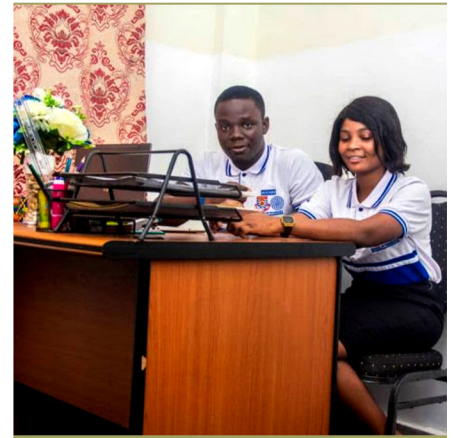
*Water is certainly essential to life. Endeavour to drink enough water every day for optimal health!*

## UCC Association of Business Students Inaugurates New Secretariat

The Dean of the School of Business, University of Cape Coast, Prof. John Gartchie Gatsi, inaugurated the newly-established Secretariat of the University of Cape Coast Association of Business Students (UCCABS) on 15th July, 2021. The inauguration ceremony was graced by the then Vice-Dean of the School, Dr. (Mrs.) Elizabeth Cornelia Annan-Prah and the Faculty Officer of the School, Mr. Joseph Obeng.

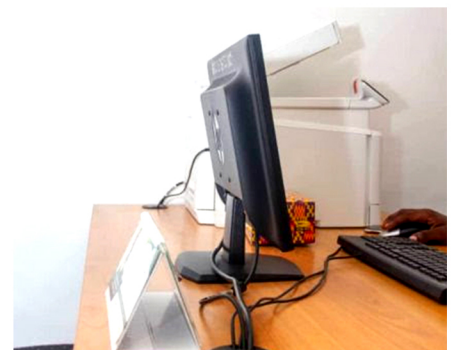
In his address, Prof. Gatsi commended the executive of the association for their hard work and selfless service in ensuring the establishment of the secretariat and pledged the support of the Dean's office to the association.

The President of the Association, Mr. Kent Baidoo, in turn thanked the Dean on behalf of the executive and the students. He also extended his gratitude to the patrons of the association, the Faculty Officer,



teaching and non-teaching staff of the School for their unflinching support and commitment towards the course of the association. He assured that the secretariat would be used to satisfy the purpose for which it was established and serve the interest of all undergraduate students of the School of Business.

The secretariat is located within the School of Business Office Complex at the North Campus of the University of Cape Coast.



## WISE SAYINGS

1. "Challenges are what make life interesting and overcoming them is what makes life meaningful." — Joshua J. Marine
2. "When it is obvious that goals cannot be reached, don't adjust the goals, but adjust the action steps." — Confucius
3. "Have the courage to say no. Have the courage to face the truth. Do the right thing because it is right. These are the magic keys to living your life with integrity." — W. Clement Stone
4. "Just show up and things will happen". — Mother Teresa
5. "If you don't like something, change it. If you can't change it, change the way you think about it." — Mary Engelbreit

# School of Business Organises Two-day Retreat



The School of Business organised a two-day non-residential retreat to review its activities and existing programmes. The retreat was held on 25th and 26th August, 2021 at Pempamsie Hotel in Cape Coast. The programme was graced by faculty members of the School, Departmental/Centre Administrators, representatives from professional bodies, industry players, alumni and undergraduate and graduate students of the School.

The programme benefited from insightful presentations by the Director of the Directorate of Academic Planning and Quality Assurance (DAPQA) of the University of Cape Coast, Mr. Alhassan Yusif Trawule; the Head of Research of the Institute of Chartered Accountants, Ghana (ICAG), Mr. Ernest Atuobi Aboagye; Strategy Analyst of ABSA Bank Ghana Ltd., Mr.

In his closing remarks, the Dean of the School of Business, Prof. John Gatsi, thanked all the participants for a successful retreat and tasked the various Heads of Departments/Director to ensure that case studies and internships become integral components of the School's curriculum, as recommended by the various presenters from professional bodies and industry players.



Paul Ahinakwah; and Country Manager of the Chartered Institute of Management Accountants, Ghana (CIMA), Mr. Kent Bosoe. There were equally beneficial presentations by the President of the University of Cape Coast Association of Business Students (UCCABS) Kent Baidoo, and the representative of the School of Business postgraduate students, Christabel Temah Sarfo, who is also the Vice-President of GRASAG-UCC.



# GALLERY



SCHOOL OF BUSINESS  
ICC DEAN'S AWARDS 2021

BUSINESS AWARDS 2021  
PHOTOS

# Alumni Corner

**M**rs. Mavis Leonards (nee Awuku) is a security and terrorism analyst, information technology expert, founder and CEO, philanthropist, mentor, friend, wife and a mother. She pursued Bachelor of Management Studies, from 1998 to 2002, at the then Department of Business Studies, now School of Business, University of Cape Coast. She holds several Certificates of Achievement, including Bureau of Security and Investigative Services Powers to Arrest pursuant to Business and Professions Code Section 7583.7(a), from JRC Consulting Inc., San Diego, California, USA.



At the end of her studies at UCC,

Mrs. Leonards moved to live in the United States where she managed retail outlets for Designer Shoe Warehouse (DSW), one of America's retail giants. After years of leading and managing this multi-million-dollar company, she relocated to Ghana in 2013, with her husband, to jointly establish Global Sky Ltd., one of Ghana's leading security and technology company, and Global Sky Holdings, a consultancy firm which is headquartered in the United States of America.

With the urge to push the boundaries, her creativity propelled her to launch two more companies – Novelle Ebullience, a capacity building and consultancy company, and Marvelin House Ltd., a content production and online TV station. She is also the co-founder of "A Jewel in the Street Foundation" where she takes care of the less privileged by taking them off the streets and enrolling them in trade schools and other tertiary education system to enable them to be economically viable in society. This selfless dedication to help the have-not is what Mrs. Leonards maintains to be her greatest achievement yet.

Mrs. Leonards attributes her successful career to the teachings and directions she received from her grandmother, parents, Holy Child School, and most importantly, the University of Cape Coast. To her, pursuing Bachelor of Management Studies at the University accelerated her career and got her the much-needed communication skills, self-confidence and technical know-how to start and manage a business. She maintains that UCC Business School gave her the nudge she needed to be able to do it all as an entrepreneur and a business executive who has founded and continues to lead, operate and manage four successful companies at the same time.

She had this advice to give to students: *"Believe in the power of something much bigger than yourself, that is faith in God". She also emphasised the importance of humility and the ability to treat people with respect regardless of their titles and social status. Lastly, she noted: "Be authentic and strive to be a better version of yourself because people will know when you are not".*

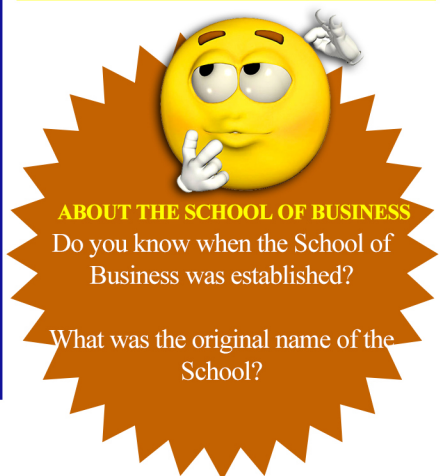
Mrs. Leonards is a member of the advisory board of the Innovation for Empowerment and Development (IFED) and a member of the International Trade Council. She was nominated for the 2020 CEO of the year award, organised by The Business Executive (TBE) Magazine. She is married to her sweetheart and has two amazing sons. She spends most of her spare time serving others in various capacities including serving as a speaker at various national leadership and business events. She is also a Deaconess in her church. She loves to give back to the community and enjoys traveling, reading, cooking, listening to music, watching movies, and spending quality time with friends and family.

## Current Staff Strength of the School of Business

CATEGORY	NUMBER
Professors	3
Associate Professors	6
Senior Lecturers	15
Lecturers	15
Assistant Lecturers	14
<b>Sub Total</b>	<b>53</b>
Teaching Associates	11
Administrative Staff	42
<b>GRAND TOTAL</b>	<b>107</b>

### STORIES TO LOOK UP FOR IN THE 4<sup>TH</sup> EDITION

- \* 9th Universities, Entrepreneurship and Enterprise Development in Africa (UEED) Conference
- \* School of Business CEO's Engagement Series.
- \* University of Cape Coast Association of Business Students (UCCABS) Elections
- \* UCCABS' Young Entrepreneurship Day



## Editorial Team



- Dr. (Mrs.) Mavis Serwah Benneh Mensah - Chairperson
- Dr. (Mrs.) Evelyn Yeboah Nyamah - Member
- Mr. Joseph Obeng – Member
- Mr. Blessing Korle – Secretary



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