

## Stellenbosch Business School now at 39 in world top 100

### **MICHELLE JONES**

THE University of Stellenbosch Business School (USB) is officially one of the world's top 100 business schools.

The school jumped 31 places to position itself at 39, according to the Aspen Institute's 2009-2010 edition of its biennial Beyond Grey Pinstripes survey.

It is the only business school in Africa to be included on the list.

"How do you train students to not only look at the bottom line, but to focus on

social responsibility?" said Professor Wim Gevers, USB's academic associate director.

"We are the first business school that started with a school on ethics more than 20 years ago.

"We operate in a tough, competitive environment. If one does well on a particular ranking, it has a persuasive power on students that you are focusing on the correct issues."

According to an Aspen Institute statement, the Beyond Grey Pinstripes survey remained the only one – among a variety of existing

MBA rankings – that looked beyond the reputation of business schools and test scores to take into account how well schools prepared their students for the environmental, social and ethical complexities of modern-day business.

"Of course we are very pleased. We're very pleased we've made progress on the rankings.

"The focus of this ranking is on the critical issues that matter... the focus should not be on the remuneration of graduates only," Gevers said.

The school's director, Eon Smit, said research centres at the school focussed on sustained leadership development, conflict resolution, governance and ethics and the role of business in society.

"In the teaching process renewed emphasis is placed on personal development, integrated course delivery and nurturing positive values and attitudes, while the analytical backbone of our internationally accredited MBA remains intact," Smit said.

*michelle.jones@inl.co.za*