

USB's course has universal appeal

IT IS WIDELY accepted that a business school has to prepare managers for a specific country or region and needs to develop leaders who can operate in any part of the world.

"The global realities of the world in which we operate have changed substantially," says Professor Wim Gevers, MBA director at the University of Stellenbosch Business School (USB). "With these realities, comes a need for a new generation of leaders with a global focus and integrated skills.

"As a result, we have made changes to the way our MBA is packaged and presented to ensure that it remains in line with top MBAs around the world.

"We place more emphasis on the written and verbal communication abilities of our students. We have also focused more on developing high-impact leadership skills. This is done through a comprehensive individualised leadership development process.

"The USB MBA offers a solid theoretical grounding for the practical, real-world application of management and leadership competencies in any business sector in South Africa, the African continent and the global business community," says Gevers.

Efforts by the USB to position itself as a hub for high-level programmes tailor-made for international business schools are also paying off. This year, a total of 21 business schools – mostly from Europe and the UK – visited the USB. These groups comprised managers, senior managers and executives of leading companies coming to learn from the South African experience.

"International groups come here to gain an understanding of how academic management theory can be applied in a setting like South Africa. They also learn about challenges of managing diversity in such a unique multicultural environment," says Gevers.

The USB is a member of the European Doctoral Programmes Association in Management and Business Administration based on the quality of its PhD programme. The Aspen Institute in the US has ranked the USB on its Beyond Grey Pinstripes Top 100 Global Schools list for promoting social and environmental sustainability in its curricula and research (2008). The USB is also one of the first 100 global business schools and universities to endorse the Principles for Responsible Management Education – a UN-backed global initiative to promote corporate responsibility and sustainability in business education (2008).

Gevers says: "An MBA graduate should be able to articulate professionally when presenting a new strategy or writing a report. We help students to acquire these skills through our MBA."

The USB's MBA is presented in three formats – full-time over one year, part-time (evening classes) over two years and modular (one orientation session and 10 blocks of six days each) over just more than two years.

Contact the USB at 0860USBMBA or at usbcom@usb.ac.za for more about the MBA that starts in early 2010. Visit www.usb.sun.ac.za for more information. Enrolments close on November 30 2009.

