

# MASTER OF BUSINESS ADMINISTRATION



WBS



**WBS** Wits  
Business  
School  
*Sculpting global leaders*



# WBS'S HISTORY OF EXCELLENCE

1968

Wits Business School is established with a core focus to drive transformation through knowledge development. The first WBS EDP programme is launched in partnership with Stanford University.

1970

WBS enrolls its first MBA intake. Full-time and part-time structures are made available.

1980

WBS launches Post Graduate Diploma in Management (PDM) in response to the market need for specialisation. Two programme structures are available and these are PDM in Business Administration and PDM in Human Resources.

1992

WBS is admitted to the Partnership in International Management (PIM) network. PIM is an international consortium of higher education institutions, outstanding in their field and providing a graduate equivalent degree in management. The PIM network has more than 50 leading international business schools, such as Duke, Cornell, UCLA, University of Chicago, Indiana, North Carolina, HEC Paris and Warwick.

1998

Harvard Business School teaches a series of courses at WBS.



# CONTENTS

WBS'S HISTORY OF EXCELLENCE	1-2
MESSAGE FROM ACTING HEAD OF SCHOOL	3-4
WHY WBS MBA?	5
GAINING INTERNATIONAL PERSPECTIVE	6
CAREER MANAGEMENT PERSPECTIVE ELECTIVE	7
THE CASE CENTRE	7
MBA FULL-TIME PROGRAMME STRUCTURE	8
MBA PART-TIME PROGRAMME STRUCTURE	9
HOW DO I APPLY?	10-11
FACULTY	12-13

2000	2000-2006	2008	2010	2011
<p>The Higher Education Quality Committee reaccredits the WBS MBA Programme, awarding the school 8 commendations out of 13 criteria.</p> <p>WBS becomes a member of Graduate Management Administrations Council (GMAC), setting WBS on yet another Higher Education global footing.</p>	<p>Wits MBA is ranked No. 1 in South Africa by the Financial Mail.</p> <p>WBS is accepted as a member of the Association to Advance Collegiate Schools of Business (AACSB).</p>	<p>Centre for Entrepreneurship is established to respond to the growing need for such training in the country, as well as globally.</p>	<p>WBS launched two specialised master programmes, Master of Management in Finance and Investment and Master of Management in Entrepreneurship and New Venture Creation.</p> <p>AMBA (Association of MBA's) accreditation re-awarded for a further 5 years.</p>	<p>WBS launched a further two Master of Management programmes in Innovation Studies and Business Executive Coaching.</p>

# MESSAGE FROM ACTING HEAD OF SCHOOL



## **SCULPTING GLOBAL LEADERS**

What sets a business school apart? What are the attributes that allow it to provide its students with an education that launches them into a league of their own? What do the best business schools in the world offer that others do not? In an increasingly competitive global business environment these are the questions that we at Wits Business School spend a great deal of time contemplating. Our greatness will be measured by the business success of our students. We also understand that what got us to where we are today will not necessarily take us to where we need to be in the future.


We know that the world of business is changing rapidly and the best business schools will be those that not only keep up with this change but lead it. Only through a combination of leading edge research, academic excellence and global relevance will they be able to provide their students with the tools needed to excel in tomorrow's business world. This is why Wits Business School has focused increasingly on internationalisation – on its standards, its programmes and its approach.

## **GLOBAL BEST PRACTICE**

We are committed to our vision - sculpting global leaders. At Wits Business School, we provide an education that is on par with that offered by the most prestigious institutions. That's why our students are able to compete, not only locally, but internationally. Our students walk out our doors as professionals who stand head and shoulders alongside graduates from the best business schools across the globe.

We are the only business – school in South Africa that is associated with the Partnership in International Management (PIM), a consortium of leading international business schools. Each member institution represents the highest degree of excellence in the fields of business administration and management, demonstrates leadership in their geographic region and delivers an MBA or a graduate equivalent degree in management.

PIM facilitates the development of international cooperation among members, fostering the development of joint programmes, students and faculty exchange, joint research and cooperation among faculty members and researchers. Additionally, we have raised the minimum qualification of all academic staff to PhD level and have reached a 70% completion rate on this objective.



We also recognise that while internationally aligned standards and course content are vital, nothing can replace real life exposure to the international business context.

This is why we offer our MBA students the opportunity to take part in a global exchange programme, established as a result of the close ties we have forged with 40 of the most highly regarded business schools in the world. These include, Harvard Business School and the London School of Business.

Feedback received from students who have done electives at these partner institutions have been most pleasing. They report that their education here has equipped them well for the rigour and demands of the academic programmes overseas. We receive similar reports from international students who find a comparable standard of education at WBS when they join our classes as part of the exchange programme.

#### **LOCAL FOCUS**

While we place strong emphasis on giving our students a global outlook, we never lose sight of the local context. Our geographical position places us in the centre of Africa's emerging market hub. As the world turns its attention to emerging markets to pursue business interests, we appreciate the importance of producing graduates who have a comprehensive understanding of the unique drivers behind local and emerging market economics, other than our own.

We make extensive use of the Harvard Business School case method of teaching. Many of our lecturers themselves are trained at the Harvard Campus in Boston. But while the teaching method is adopted, we make use of our own internally generated business case studies. WBS is the only school in the country with its own dedicated case centre, where case studies on examples of local business successes and failures are documented.

These provide lecturers and students with a rich, locally-relevant knowledge base. Indeed WBS case studies are so highly regarded that they are purchased by academic and educational schools all over the world.

As we move through 2011, we will continually seek out innovative and creative ways to ensure our students receive educational experience that provides them with the foundations for greatness.

We encourage you to join us.

Dr Wendy Ngoma  
Acting Head of School

A photograph of three people in business attire standing in a garden. A woman on the left is wearing a light purple shirt and dark trousers. A man in the center is wearing a dark blue polo shirt with a 'WBS' logo and khaki trousers. A woman on the right is wearing a white blouse and dark trousers. They are engaged in conversation. The background features a fountain, a wooden bench, and lush greenery.

## WHY WBS MBA?

The Wits Business School forms part of the Faculty of Commerce, Law and Management of Wits University. For over seventy-five years, Wits has offered an education of the highest quality. It is recognised as a world-class university offering degrees that are internationally accepted. As one of the best universities in the world, Wits recognises the importance of being part of creative, innovative, intellectual networks. At Wits, we therefore recognise the need to establish and maintain existing local and global partnerships and to play an active role in fostering intellectual communities. As a result of this, WBS continues to have close links with other business schools such as INSEAD, Duke and London Business School.

The WBS MBA Programme has been a premier choice of students and employers for 40 years. It is accredited by a number of leading international organisations including the Association of MBAs (AMBA), the Council for Higher Education (CHE) and the Programme in International Management (PIM). WBS is the only business school in Africa to have been admitted to PIM. The PIM Exchange Programme offers our students opportunities for international study at over 54 leading business schools around the world.

The purpose of our MBA degree is to prepare students for general managerial and leadership roles in the enterprise sector. Our course enhances their knowledge of the functional areas of business, enhancing their values, knowledge and skills to act ethically and effectively in the management of their organisations. Our students enhance the decision-making capacity in upper-middle and senior levels of management. Thus, our students are exposed to conceptual frameworks and current debates in management and contemporary society that develop their skills in the management of people, in the management of change, in problem-solving and research skills.

Our MBA Programme is designed to provide students with a real competitive edge in the job market and to give them the knowledge, skills and confidence to embark upon their own business ventures. In 2010, to keep up with changing market needs that our research highlighted, WBS updated and streamlined the MBA program. The new MBA program contains courses such as international business, ethics, sustainability and corporate governance and leadership. WBS also recognises the need for flexibility and have introduced more electives to tailor the degree to meet specific career objectives. The Saturday part-time MBA has been introduced to allow part-time students more flexibility with their lectures. This allows students to attend all their lectures for their two courses on a Saturday.



# GAINING INTERNATIONAL PERSPECTIVE

## **INTERNATIONAL EXCHANGE**

A part of the reason one studies towards an MBA degree is to gain an international perspective on business. The Wits Business School MBA has the most extensive Student Exchange Programme in Africa, through a network of over fifty prestigious business schools in the world, and reciprocal exchange agreements with a further ten. Wits Business School is a member of the Programme in International Management (PIM) which defines itself as “an international consortium of higher education institutions, outstanding in their field and delivering a graduate-equivalent degree in management.” The PIM network has more than 50 leading international business schools – such as Duke University, Cornell, UCLA, University of Chicago, Indiana, North Carolina, HEC in Paris and Warwick. Wits Business School is the only business school in Africa to have been admitted to PIM. The deciding factor in admitting a business school to PIM is whether it has the same quality and reputation of the international partner universities and is able to attract foreign students to study.

There is a demand from South African students to study especially in the United States and Europe for between three to six months, but there is also strong interest from foreign students to spend between three to six months at the Wits Business School. Our growing academic reputation underpins the steady growth in numbers arriving from abroad.

## **INTERNATIONAL BUSINESS TRIPS**

One of the electives offered on the MBA is an international study tour. For example, in 2006, the study group visited China and Hong Kong; and in 2007 India and Dubai. The visits are designed to expose students to leading companies in the countries visited, as well as to develop an appreciation of their economies. In 2009, a group of forty students visited Brazil and Argentina and in 2010 the study group visited China. These international business trips are considered by many students to be a major highlight of the MBA. They are both fun and educational.



# CAREER MANAGEMENT PERSPECTIVE ELECTIVE

While theoretical knowledge is important, practical skills development in the area of career management is vital. Our students are encouraged to participate in comprehensive career management activities, which are offered free of charge to registered WBS academic students who have attended a career management workshop. The services offered by the career management office are the following:

- Career Counselling
- Employment Consultation
- CV and Cover Letter Formulation and Critique
- Career Workshops
- Graduate Recruitment and Networking Events

An exciting aspect of the Wits Business School MBA is the annual Graduate Recruitment Programme, where employers are invited to present their company profiles and career opportunities to WBS students. Following each presentation is a cocktail party where students and prospective employers can network.

## **INTERNSHIP PROGRAMME**

Full-time students will have the option of completing a two month internship elective in a business organisation. The aim of this internship is to provide our students with the unique opportunity to integrate their academic learning with real work experience in a manner that facilitates critical reflection and deep learning.

## **THE CASE CENTRE**

While you'll never live long enough to make the many mistakes those before you did, you can save much time by learning from them. This is a particularly apt reason our Case Centre here at the Wits Business School continues to flourish. From Maria Ramos and the amazing turnaround she implemented at Transnet, to issues of corruption and how it crippled organisations whose governance processes were in place, to the eNaTIS system crash and other misfortunes, our Case Centre provides real life scenarios and real-world business challenges that are thrust into the classroom.

Since our curriculum focuses on providing our students with an international perspective, our Case Centre also makes provision for the dissection and study of international as well as South African business models. These include companies such as AngloGold, SABMiller, Nando's, Discovery, Harley Davidson Motorcycles, Avis, Young Designer's Emporium, Capitec Bank and many others.

The studies cover aspects such as management, strategy, marketing, organisational design and development, entrepreneurship, finance, internalisation, operations management and human resources, all highly sought after in any company.

# MBA FULL-TIME PROGRAMME STRUCTURE

## COMPULSORY ATTENDANCE COURSES

All courses listed below are compulsory:

- Group Dynamics
- Personal Leadership
- Social Responsibility (Full-time only)

## COMPULSORY QUARTERS 1, 2 & 3 - CORE COURSES

QUARTER 1	QUARTER 2
<ul style="list-style-type: none"> <li>• Human Resource Management</li> <li>• Economics for Business</li> <li>• Accounting and Finance</li> <li>• Marketing Management</li> <li>• Operations and Technology</li> <li>• Information System Management</li> </ul>	<ul style="list-style-type: none"> <li>• Organisational Development and Leadership</li> <li>• Finance</li> <li>• Ethics, Sustainability and Governance</li> <li>• Decision Science</li> <li>• International Business</li> </ul>
QUARTER 3	QUARTER 4
<ul style="list-style-type: none"> <li>• Research Methodology</li> <li>• Strategic Management</li> <li>• Business Integration</li> </ul>	<p>Choice of six elective courses from the following areas:</p> <ul style="list-style-type: none"> <li>• Entrepreneurship</li> <li>• Finance</li> <li>• General Management</li> <li>• Marketing</li> <li>• Operations and Technology</li> <li>• Organisational Behaviour</li> <li>• Strategy and International Business</li> <li>• Sustainable Development</li> </ul>
	<b>RESEARCH REPORT/ DISSERTATION</b>

## ELECTIVE STREAMS

Elective Courses:

Electives are done after the completion of core courses. They are specific to a particular focus area and/ or subject. Students may be required either to produce an assignment and/ or write an exam to get a credit for the particular elective. There are several electives to select from and students are required to complete a maximum of six electives.

# MBA PART-TIME PROGRAMME STRUCTURE

## COMPULSORY ATTENDANCE COURSES

All courses listed below are compulsory:

- Group Dynamics
- Personal Leadership

## CORE COURSES

### QUARTER 1

- Human Resource Management
- Economics for Business

### QUARTER 2

- Accounting and Finance
- Marketing Management

### QUARTER 3

- Operations and Technology
- Information System Management

### QUARTER 4

- Organisational Development and Leadership
- Finance

## YEAR 2

- Ethics, Sustainability and Governance
- Decision Science
- Research Methodology
- Strategic Management
- International Business
- Business Integration

## ELECTIVE STREAMS

Choice of six elective courses from the following:

- Entrepreneurship
- Finance
- General Management
- Marketing
- Operations and Technology
- Organisational Behaviour
- Strategy and International Business
- Sustainable Development

## RESEARCH REPORT/ DISSERTATION



# HOW DO I APPLY?

## ADMISSION REQUIREMENTS

- First degree
- Post-university experience: a minimum of 3 years for the full-time programme, and 4 years for the part-time programme
- Acceptable Graduate Management Admission Test (GMAT)\* score
- Motivation and referee reports
- Mathematics: a level of competence equivalent to the requirements of the SA Matriculation certificate is advisable
- SAQA Accreditation (international applicants only)

## PLEASE NOTE

\*The GMAT is not a psychometric test, you need to prepare for it to be fully aware of the standard types of questions asked and the pressure of the test so that your score is a fair reflection of your potential to succeed in an MBA Programme. GMAT preparation books are available at Exclusive Books countrywide and we offer GMAT preparation classes.

## GMAT PREPARATION

WBS offers GMAT preparation classes at Wits Business School in Parktown, Johannesburg. Should you be interested in attending, kindly contact [kathy.cannell@wits.ac.za](mailto:kathy.cannell@wits.ac.za) or call her on 011 717 3130 or fax 011 717 3538.

## APPLICATION PROCEDURES

### APPLICATION FORM

Please ensure that all information given is correct, that you have everything required on the checklist, and that you have signed the form.

## ACADEMIC TRANSCRIPTS

Wits undergraduates do not submit a transcript. Graduates from other universities must submit an original certified copy of their academic transcripts. The transcript must include a complete list of all subjects taken for a degree, including courses that were failed. A degree certificate is NOT a transcript. Documents not in English must be accompanied by a sworn translation.



# HOW DO I APPLY? CONTINUED

## REFERENCE FORMS

You will be required to select TWO referees. Please note that they have to be at least from your place of employment and or academic background. A close relative will not be acceptable. Your referees should be aware of your academic and work aptitude and should be able to confirm your suitability for the MBA.

## PHOTOGRAPHS

Two recent photographs (90 days old or less) must be submitted together with your application form. The photographs must be black and white, 5.5cm high x 4cm wide (passport size), full face and taken against a plain background. Please print your name clearly on the back of the photographs.

## GMAT

Applicants need to have written the Graduates Management Admissions Test (GMAT). For more information on how to book, and sit for the GMAT, please visit [www.MBA.com](http://www.MBA.com) or call 011 784 3093.

## CHECKLIST

- ✓ APPLICATION FORM
- ✓ MOTIVATIONAL LETTER
- ✓ CURRENT CURRICULUM VITAE
- ✓ REFERENCE FORMS
- ✓ ACADEMIC TRANSCRIPT
- ✓ APPLICATION FEE FOR NON-SOUTH AFRICANS
- ✓ GMAT SCORE
- ✓ SAQA CERTIFICATE FOR NON-SOUTH AFRICANS

## CONTACT DETAILS

MELUSI MTHEMBU

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## 1. ACTING HEAD OF SCHOOL

Dr Wendy Ngoma  
ACTING HEAD OF  
SCHOOL & DIRECTOR  
PhD (Witwatersrand)

## 2. AREA HEADS AND PROGRAMME DIRECTORS

Professor Gillian Marcelle  
PROGRAMME DIRECTOR:  
MASTER OF MANAGEMENT  
(INNOVATION STUDIES)  
BSc (Econ), MBA, DPhil (Sussex, United  
Kingdom)

Professor Terri Carmichael  
DIRECTOR: RESEARCH  
BSc (Hons) MM (HR), PhD  
(Witwatersrand)

Professor John Luiz  
DIRECTOR: INTERNATIONAL  
PROGRAMMES  
Programme MCom (Witwatersrand),  
PhD (Stellenbosch)

Professor Rasoava Rijamampianina  
DIRECTOR: MAP PROGRAMME &  
HUMAN RESOURCES MANAGEMENT  
DSSC, DECSA (Madagascar), MBA  
(Otaru, Japan), DBA (Hokkaido  
University, Japan)

Dr Grant Sieff  
DIRECTOR: CORPORATE  
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BA, BSc (Hons), MA, MBA  
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Johannesburg)

Professor Louise Whittaker  
DIRECTOR: PHD PROGRAMME  
BCom (Witwatersrand), MCom  
(Witwatersrand), PhD (Pretoria)

Professor Boris Urban  
LAMBERTI CHAIR PROFESSOR &  
MASTER IN MANAGEMENT  
PROGRAMME DIRECTOR  
PhD (University of Pretoria)

Professor Kalu Ojah  
PROGRAMME DIRECTOR: MASTER  
IN MANAGEMENT (FINANCE &  
INVESTMENTS  
PhD (St Louis, USA)

Professor Drikus Kriek  
HEAD: LEADERSHIP  
DEVELOPMENT CENTRE  
DD (UP), MBA (US), MA (ClinPsych)  
(RAU)

Professor Eric Schaling  
CHAIR PROFESSOR: INTERNATIONAL  
FINANCE & AREA HEAD FINANCE & OPS

Natalie Cunningham  
PROGRAMME DIRECTOR: MASTER  
OF MANAGEMENT (BUSINESS &  
EXECUTIVE COACHING)  
MBA (Witwatersrand)

Dr Geoff Heald  
HEAD: GENERAL MANAGEMENT  
BSocSc (UCT), BusAdHons,  
MBA (Stellenbosch), PhD  
(Witwatersrand)

## 3. PROFESSORS

Professor Russell Abratt  
PROFESSOR OF MARKETING  
Bcom (Witwatersrand), MBA  
DBA (Pretoria)

Professor Gregory Lee  
PhD (Witwatersrand)

Professor Courtenay Sprague  
BA (Michigan State University),  
MA (Boston University, USA)  
PhD (Witwatersrand)

Professor Antony Stacey  
BSc (UCT) MBA (Witwatersrand)  
PhD (Witwatersrand)

Professor Stuart Woolman  
CHAIR PROFESSOR: ETHICS &  
GOVERNANCE PhD

Professor Geoff Bick  
COCA-COLA CHAIR IN MARKETING  
BSc (Elect Eng) (UCT), BCom  
(UNISA), MBA (UC, Berkeley, USA),  
DPhil (University of Johannesburg), CM  
(SA)

## 4. SENIOR LECTURERS

Dr Thabang Mokoaleli-Mokoteli  
SENIOR LECTURER  
PhD (Cranfield, United Kingdom)

Dr Thabo Mosala  
SENIOR LECTURER  
MSc (Rhodes), MBL (Unisa), MPhil  
(Pretoria), PhD (Rushmore, USA)

Dr Dominik Heil  
SENIOR LECTURER  
Diploma Kaufmann (Munich,  
Germany), PhD (Witwatersrand)

Conrad Viedge  
SENIOR LECTURER  
BA (Hons), MA (Witwatersrand)

Dr Christopher Maier  
SENIOR LECTURER  
Licentiate in Business Administration,  
DBA (University of St. Gallen,  
Switzerland)

## 5. LECTURERS

Viveka Christerson  
LECTURER  
BA (Hons), MA (Ind Psych)  
(Witwatersrand)

Michael Mcethe  
LECTURER  
BAdmin (Unisa) BEd (Witwatersrand),  
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Rabelani Dagada  
LECTURER  
MEd (University of Johannesburg),  
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BA (UNZA), MBA (Illinois,  
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LECTURER  
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BCom (Hons) (Unisa),  
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Sean Temlett  
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BA (Hons) (Witwatersrand)  
MBA (Witwatersrand)

## 6. VISITING PROFESSOR

Professor Mukul P Gupta  
Bsc (University of Rajasthan, Jaipur),  
MBA (Gold Medalist of University of  
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India)

Dr Samuel Jonah KBE  
Diploma (Camborne School of  
Mines, Cornwall, England), MSc Mine  
Management (Imperial College,  
London University)

Professor Desire Vencatachellum  
Magistere Ingenieur Economiste  
(Universite D'Aix-Marseille II, PhD  
(Economie), (Montreal)

Professor Vijay Mahajan  
BTech (Indian Institute of  
Technology) (Kanpur), MSChem, PhD  
(Management) (University of Texas,  
Austin)

Professor Johannes Fedderke  
PhD

Professor Dan Remenyi  
PhD

# FACULTY CONTINUED

## 7. PROFESSOR EMERITUS

Professor Neil Duffy  
BCom (UCT), MBL (Unisa), DBL (Unisa),  
FCSSA

Professor Frederick  
Ahwireng-Obeng  
BSc (Hons), AgEcon (Ghana),  
PhD (Leeds, United Kingdom)

## 8. INTERNATIONAL FACULTY

Professor Ron Amey  
BA (Econ), MBA, Ceng, FIMechEng, FIM

Professor Peter Brews  
BCom, LLB, HDip (Company Law)  
(Witwatersrand), MSIA (Purdue), PhD  
(Witwatersrand, Pittsburgh)

Professor Norman Chorn  
BA (UCT), HDPM, MBA, PhD  
(Witwatersrand)

Professor Nitender Dhillon  
MA (Bus Eco) (Delhi), Fellow (IIM-A)  
(Fin)

Professor Keith Yeomans  
BA MSc (Keele), PhD (Aston), DipEd  
(Keele), FSS, CStat

## 9. PART-TIME LECTURERS

Richard Anderson  
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BAEcon (Witwatersrand), MBA (UCT),  
DBA (Stellenbosch)

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BA (Hons), MA (Witwatersrand)

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Andrew Kinsley  
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Micheal Stetter  
M.Com, Dr. oec. Publ (University of  
Zurich)

# MASTER SERIES

FOR THOUGHT LEADERS WHO WANT TO SEE THE BIGGER PICTURE.

- Master of Business Administration (MBA)
- Master of Management in Finance and Investment (MMFI)
- Master of Management in Entrepreneurship and New Venture Creation (MMENVC)
- Master of Management by Research (MMR)
- Master of Management in Business and Executive Coaching (MMBEC)



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Call Centre: 0861 000 (WBS) 927, Website: [www.wbs.ac.za](http://www.wbs.ac.za)