

POSTGRADUATE DIPLOMA IN MANAGEMENT



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.



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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



Dear Prospective WBS Student

The focus at Wits Business School (WBS) is on providing our students with a globally competitive business education. Proof of our success in this endeavour is the large number of WBS graduates who hold high corporate office positions in organisations both locally and abroad.

You can be sure that when you leave the school you will be well equipped not only for the international job market, but with the ability and knowledge to strike out on your own and blaze new business trails.

The accreditation by a number of leading international organisations, including the Association of MBAs (AMBA), and the Programme in International Management (PIM), attest to the high regard a WBS degree holds in the business world. The school is also a founding member of the South African Association of Business Schools (SAABS).

One of the major strengths of the WBS lies in our faculty. Here you will learn from a diverse group of men and women who offer you a truly international business perspective. Another major strength is the WBS teaching methodology which is grounded in both theory and real-life business practice. Our careful selection criterion ensures that not only do our students achieve impressive results, but they also make a meaningful contribution in the classroom.

Looking ahead, our vision is to constantly keep abreast of the latest developments in order to meet the changing needs of business and society. Additionally, as Africa's leading business school, we will ensure that our curriculum remains relevant to our students and the market, while raising our profile internationally and broadening our presence in Africa, and it goes without saying, we will continue to produce graduates who can play meaningful roles in South Africa's rapidly expanding economy.

For anyone wanting to expand their business acumen and gain the ability to thrive in a competitive marketplace, you can do no better than enroll in WBS.

Looking forward to hearing from you.

Dr Wendy Ngoma
Acting Head of School



WHY WBS PDM?

The Postgraduate Diploma in Management (PDM) is a vocational programme designed to give high-potential individuals an in-depth management education that allows them to fast track their careers. The PDM is aimed at students who have a strong undergraduate degree but lack full-time work experience. PDM classes are known for the young and vibrant energy in the classroom. The full-time class has students who have completed a wide spectrum of undergraduate degrees and the part-time class consists of students from a variety of different industries. This diversity of backgrounds leads to animated class discussions where students learn from one another as each student brings a new perspective to the class.

Wits Business School is the only business school in South Africa with its own dedicated Case Centre and is constantly producing excellent learning cases based on South African business challenges. WBS students are exposed to cases during the PDM course since the Harvard Case Study Method is at the core of the WBS teaching methodology. Students are required to prepare cases that feature real life business protagonists and challenges that need to be solved. The class discussions revolve around how students would tackle the challenges using the set of management tools that the specific course provides. The insights gained are very valuable and allow students to prepare themselves for the challenges companies face on an ongoing basis.

The PDM Internship Programme constitutes the academic third quarter of the PDM full-time programme. This 8-week internship programme has been supported over the years by leading banks & financial services companies, management consultancies, FMCG, healthcare, pharmaceutical, as well as marketing and advertising companies. An intensive career management programme is provided to the full-time students in order to prepare them for the challenge of finding an internship. Whilst the career office prepares students and organises campus presentations, students are ultimately responsible for securing their own internships.

Part-time students can also avail themselves of the variety of workshops, career counselling and employment consulting services available to registered PDM students, as well as attend graduate recruitment presentations by leading South African companies. These services are free of charge for all registered PDM students at WBS.



INTERNSHIP

INTERNSHIP (FULL-TIME STUDENTS)

A differentiating component in the full-time PDM programme – and certainly, one of the greatest learning experiences on the PDM - is the two-month Internship Programme, which constitutes the academic third quarter (01 July – 31 August). During this time, the PDM students are able to apply their academic learning in real business contexts which provides an excellent platform for critical reflection on business practice. The internship also provides the students with an ideal opportunity to test out their career preferences, whilst companies are able to assess students' performance *in situ*.

Whilst the Internship Programme is highly competitive, it is fully supported by an intensive Career Management Programme which commences within the first two weeks of the PDM full-time programme. Comprehensive career management workshops aimed at preparing students for the challenge of securing an internship are held in conjunction with private career counselling sessions and employment consultations on matters such as CV and cover letter formulation and critique, as well as mock interviews.

The programme is strongly supported by leading South African employers who have continued to offer valued support for the programme. These employers include leading banks, financial services, management consultancies, FMCG, Healthcare, Pharmaceutical, as well as marketing and advertising companies.



TESTIMONIALS

TESTIMONIALS

The highly esteemed Wits Business School PDM is undoubtedly a valuable and increasingly relevant qualification to obtain. Beyond understanding the actual material and facets of the functional areas of management, the PDM helped me to (i) develop an investigative mind and a highly analytical attitude towards the world of business, (ii) recognise problems, understand their nature and think laterally about possible solutions, (iii) develop habits of relevance and precision in thought and word and (iv) to hone skills which allow me to express myself persuasively and confidently in public forums. I am especially grateful to the professors from both the academic world and business world, who so often went above and beyond to keep the students engaged.

As an international student from the UK, I appreciated the unparalleled insight provided by numerous PDM courses into the local and regional business context. This, coupled with a fantastic internship experience with Discovery, enabled me to put theory into practice. Numerous talks by luminary guest speakers allowed for a great learning experience and provided a platform for networking. My fellow PDM-ers were bright, successful people with diverse backgrounds, experiences and perspectives which made for many fruitful discussions – and further opportunities to form the professional network that I'm proud to be a part of today. Needless to say, I highly recommend the PDM.

Jessica Chivinge PDM 2010

PROGRAMME STRUCTURE

CORE CONTENT	FUNDAMENTAL COURSES	CORE COURSES	ELECTIVE COURSES
• Business Simulation	• Principles of Accounting and Finance	• Analytical Decision Making	• Entrepreneurship BA – Compulsory (HR Choice)
• Group Dynamics	• Principles of Economics	• Management Accounting	• Financial Management BA Compulsory (HR Choice)
• Organisational Internship Full-time	• Principles of Human Resource Management	• Organisational Design and Development	• Marketing Management BA – Compulsory (HR Choice)
	• Principles of Marketing	• Technology and Information Management	• Human Resource Development HR Compulsory (BA-Choice)
	• Principles of Operations Management		• Organisational Theory HR – Compulsory (BA Choice)
	• Principles of Strategic Management		• Strategic Industrial Relations HR – Compulsory (BA Choice)
			• Service Industry Management BA – Choice (HR Choice)
			• Negotiations BA Choice (HR Choice)



Three different options are now available for the Postgraduate Diploma in Management:

- A one-year full-time programme in the field of Business Administration for graduates who wish to follow a career in management. This course takes a generalised approach ensuring that students certainly have an in-depth knowledge of all the functional areas of management.
- A one-year full-time programme in the field of Human Resources for those who wish to follow careers in human resource management, industrial relations or training and development. Students are also introduced to all the functional areas of management.

Classes run weekdays from mid January until the end of November. In each of the three blocks approximately five subjects are taught and examined. Every full-time student is required to complete a two-month internship in a business organisation in full-time employment for the months of July and August. The average age of the class is 23 years and the majority have little full-time work experience.

- A two-year part-time programme in the field of Business Administration is offered to graduates who are currently employed in a full-time capacity but realise the value of in-depth management education to enhance their career prospects. The average age of the class is 26 years with class members being employed in a wide range of job functions. There is a January intake and an April intake. Principle and core courses run in the evenings, two evenings a week from 17h30 to 20h30. Elective courses are offered on a four day block release, during week days from 08h00 to 16h30.

PROGRAMME STRUCTURE

THE CURRICULUM OF THE PDM - FULL-TIME

ATTENDANCE COURSES

- Group Dynamics - 1st Term
- Business Simulation - 4th Term
- Organisational Internship (full-time) - 3rd Term

1ST TERM - FUNDAMENTAL COURSES

- Principles of Marketing
- Principles of Accounting & Finance
- Principles of HR Management
- Principles of Operations Management
- Principles of Economics

2ND TERM - CORE COURSES

- Principles of Strategic Management
- Analytical Decision Making
- Management Accounting
- Organisational Design & Development
- Technology and Info Management

3RD TERM - CORE COURSES

- Organisational Internship (full-time)

4TH TERM - ELECTIVE COURSES

- Entrepreneurship
- Financial Management
- Marketing Management
- HR Development
- Organisation Theory
- Strategic Industrial Relations
- Strategic HR Development
- Service Industry Management

PART-TIME - YEAR 1 JANUARY INTAKE

ATTENDANCE COURSES

- Group Dynamics
- Business Simulation (Term 4 in 2nd year)

1ST, 2ND, 3RD & 4TH TERM - FUNDAMENTAL COURSES

- Principles of Economics
- Principles of HR Management
- Principles of Accounting & Finance
- Principles of Marketing
- Principles of Strategic Management
- Principles of Operations Management

CORE COURSES

- Analytical Decision Making
- Technology & Info Management



PART-TIME - YEAR 2

1ST TERM - CORE COURSES

- Organisational Design and Development
 - Management Accounting
-

2ND, 3RD & 4TH TERM - ELECTIVE COURSES

- Marketing Management Elective (Compulsory)
 - Financial Management Elective (Compulsory)
 - Service Industry Management
 - Strategic Industrial Relations
 - Entrepreneurship Elective (Compulsory)
 - Organisation Theory
 - Negotiations
-

PART-TIME - YEAR 1 APRIL INTAKE

ATTENDANCE COURSES

- Group Dynamics
 - Business Simulation (Term 4 in 2nd year)
-

1ST, 2ND, 3RD & 4TH TERM - FUNDAMENTAL COURSES

- Principles of Economics
 - Principles of HR Management
 - Principles of Accounting & Finance
 - Principles of Marketing
 - Principles of Strategic Management
 - Principles of Operations Management
-

PART-TIME - YEAR 2

1ST TERM - CORE COURSES

- Analytical Decision Making
 - Technology and Info Management
-

2ND TERM - CORE COURSES

- Organisational Design and Development
 - Management Accounting
-

3RD & 4TH TERM - ELECTIVE COURSES

- Marketing Management Elective (Compulsory)
- Financial Management Elective (Compulsory)
- Entrepreneurship Elective (Compulsory)
- Organisation Theory
- Negotiations
- Service Industry Management
- Strategic Industrial Relations



HOW DO I APPLY

This section contains important information – please read it carefully. All information was correct at the time of writing but may change without notice. Applications to the PDM are processed through the Faculty of Commerce, Law and Management. Enquiries regarding the status of your application may be addressed to the Wits Business School Academic Enquiries Office on telephone number (011) 717-3553.

TO EXPEDITE YOUR APPLICATION

- Ensure that applications and required documents are submitted timeously. Applications received after 30 September 2011 (for the January intake) will be treated as late
- The Wits Business School Academic Enquiries Office is unable to obtain missing documents on an applicant's behalf

ADMISSION REQUIREMENTS

- First degree
- Post-university experience - it is an advantage, but not a requirement
- Acceptable WBS psychometric test score
- Mathematics – a level of competence equivalent to the requirements of the SA Matriculation certificate is advisable

APPLICATION PROCEDURES

APPLICATION FORM

Please ensure that all information given is correct, that you have included everything required on the checklist (as specified on the last page of the application form) and that you have signed the form. In order to be considered by the Admissions Committee, your application form and the other required documentation (including the transcript and referees' reports) must reach the Wits Business School Academic Enquiries Office no later than 30 September 2011 for all PDM programmes. Late applications will be considered ONLY if places are still available, if the reason for delay is unavoidable and if all of the required documentation has been submitted.



APPLICATIONS SHOULD BE TYPEWRITTEN IF POSSIBLE

ACADEMIC TRANSCRIPT

Information is given in the General Information booklet but please note: Wits undergraduates do not need to submit a transcript.

Graduates from other universities must submit an original or certified copy of their academic transcript. The transcript must include a complete list of all subjects taken for a degree, including any courses that were failed. A degree certificate is NOT a transcript. Documents not in English must be accompanied by a sworn translation. Graduates from certain UK universities may not be able to supply a full transcript. An applicant in this position should obtain a 'confirmation of class of degree' certificate (a green form) from the Faculty Office and forward the completed form to the Faculty Office. All the above documentation must be received by the Wits Business School Academic Enquiries Office before the closing date for applications.

PHOTOGRAPHS

Two photographs must be submitted together with your application form. The photographs must be recent, in black and white, 5,5 cm high x 4 cm wide (passport size), full face and taken against a plain background. Please print your name clearly on the back of the photographs.

ADMISSION TEST

Applicants must have sat for the Wits Business School Admission Test. Applicants who have written the Admission Tests within the past two years and applicants who are registered test users, may apply for exemption from writing the tests. Applicants are requested to read the information on the pink sheet with care and to clarify with the Admissions Test Manager, telephone (011) 717 3130, for any points that are not fully understood.

CHECKLIST

- ✓ COMPLETED APPLICATION FORM
- ✓ ACADEMIC TRANSCRIPTS
- ✓ RESULTS OF WBS ADMISSION TEST
- ✓ TWO PASSPORT SIZE PICTURES

FACULTY

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
PROGRAMMES IN CAPE TOWN
BA, BSc (Hons), MA, MBA
(Witwatersrand), DPhil (University of
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),
HipEd (Witwatersrand), LLM (UPE), MA
(HR&LR) (UPE)

Rabelani Dagada
LECTURER
MEd (University of Johannesburg),
MCom (Witwatersrand)

Yvonne Kabeya Saini
LECTURER
BA (UNZA), MBA (Illinois,
Champaign-Urbana, USA)

Antony Soicher
LECTURER
MBA (Witwatersrand)

Douglas Taylor
LECTURER
BCom (Hons) (Unisa),
MBA (Witwatersrand)

Sean Temlett
LECTURER
BA (Hons) (Witwatersrand)
MBA (Witwatersrand)

6. VISITING PROFESSOR

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

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
MBA (Cape Town), CA (SA)

Laurence Beder
M Com (Witwatersrand) Bcom (Hons)
(Unisa)

Dr Terry Berkow
BAEcon (Witwatersrand), MBA (UCT),
DBA (Stellenbosch)

Anthony Bizos
BSc (Hons) (Witwatersrand), MBA
(Cambridge)

Vicky Bronstein
BA (Hons), LLB (Witwatersrand),
LLM (London)

Peter Christie
BA (Hons), MA (Witwatersrand)

Richard Cohen
BCom (Hons) (Witwatersrand), MCom
(Hons) (Witwatersrand), CA (SA)

Sid Cohn
BCom, BSc (Stell), MBA
(Cape Town)

Maryse Curutchet
BCom (Unisa), MBA (Cranfield, United
Kingdom)

Peter Draper
MCom (Natal)

Charisse Drobis
BA (Witwatersrand)

Adam Gordon
BA (Hons) (Witwatersrand), MSc
(University of Houston),
MBA (Insead, Wharton)

Liora Gross
MA (Witwatersrand) (Cum Laude)

Karen Hinrichs
BA (Hons), MA (Pietermaritzburg)

Dimitri Joannides
BSc (Hons), MBA (UCT)

Lisa Kinnear
BA, HDE (Natal), MBA (Witwatersrand)

Koos Koen
PrEng, BSc (Eng), FCSSA, MECSA, MM
(HR) (Witwatersrand)

Zimasa Koyana
BA (Hons) (Natal), MBA
(Witwatersrand)

Neale Penman
Bcom (Hons), MBA (Witwatersrand)

Clara Priester
BA (Kansas Western University), MBA
(University of Chicago), Chartered
Marketer (South Africa)

Professor Anton Roodt
BA (Hons), MA (Potchefstroom)

Anton Roskam
MBA (Witwatersrand)

Cynthia Schoeman
MBA (Witwatersrand)

Paul Semark
BSc (Eng) (Cape Town), BA (Unisa), MM
(Witwatersrand)

Manuela Sanchez Aragu
MBA (Unisa)

Brad Shannon
BA (Hons) (Witwatersrand), MSocSci
(Cum Laude) (Natal), MM (Cum Laude)
(Witwatersrand)

Herman Singh
BSc, GDE, MBA (Witwatersrand)

David Thayer
CA (SA), FCMA

Merie Werbeloff
BSc (Witwatersrand), BSc (Hons)
(Psychology) (Unisa), Msc (Industrial
Psychology) (Witwatersrand)

Natalia Witthuhn
BA (Hons), MBA (Witwatersrand)

Jonathan Yudelowitz
BA (Hons) (Rhodes), MM
(Witwatersrand)

David Zidel
MBA (Witwatersrand)

Dr Yunus Mohamed
BA (Hons) Ind. Soc. (Wits), MSc and
PhD (Sociology) (Warwick)

Advocate Saleem Seedat
BCom (Hons) (UKZN), LLB (Wits)

Geoff Verschoor
BA (Hons) (Rhodes), MA, MBA
(Witwatersrand)

Dr Kerrin Myres
MBA (Macquarie) DBS (Gibs)

Mike Mundy
MSc (Ops) (UKZN)

Trevor Lake
MSc, MBA (UCT)

Justin Spencer-Young
MBA (Witwatersrand)

Douglas Bernhardt
MBA (OU Business School, UK)

Dr Jose Barreira
PhD (Pretoria)

Prof Sanjay Peters
BSc, (Hons) MA (California) MPhil and
PhD (Cambridge)

Dr Rob Farrands
BA (Lancaster) MSc PhD (Bath)

Andrew Kinsley
Hons (Business Admin) M.Com
Financial Economics
(Cum Laude) (UJ)

Theo Sibija
BSc (Eng) (Hons) (University of
Leeds) MBA (Wits)

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

WITS BUSINESS SCHOOL, UNIVERSITY OF THE WITWATERSRAND
2 St. David's Place, Parktown, Johannesburg, South Africa,
Call Centre: 0861 000 (WBS) 927, Website: www.wbs.ac.za