Master of Management in the field of Business and Executive Coaching
Master of Management in the field of Business and Executive Coaching is at NQF Level 9. It is the first South African degree in Business and Executive Coaching that is aligned to the GSAEC (see www.gsaec.org).
Business and Executive Coaching has become increasingly useful in organisations to facilitate development, effectiveness and the ongoing demands of working in a rapidly changing world.

The coaching industry continues to expand as an area of practice in the business world and other areas of society. The two year part-time Master of Management in the field of Business and Executive Coaching, is a degree developed to meet the demand for graduates, qualified at Masters level, to contribute as Business and Executive Coaches.

The coaching industry finds itself at an important point in its history, with rigorous debate internationally around its emerging professionalism. Currently there are over a hundred bodies that claim to regulate coaching worldwide and it is within this dynamic context that the Master of Management in the field of Business and Executive Coaching was designed and developed. The Master of Management in the field of Business and Executive Coaching is the first South African degree in Business and Executive Coaching that is aligned to the Graduate School Alliance for Education in Coaching (GSAEC). This means the qualification meets the most rigorous international standards.

After successfully completing the programme, graduates will have learned to ground their practice in solid theoretical, empirically-tested and applied models. They will have a thorough understanding of the disciplines underlying effective coaching; the practical skills to apply this knowledge in organisations and be equipped to make strategic coaching decisions that will impact their organisations and careers.

If you see coaching in your future career development, we look forward to welcoming you on this programme.

How curious are you about wanting to understand more about what it means—and takes—to be a coach in the ever changing world of work? Perhaps you are thinking of expanding your skill set in line with your philosophy of continuous learning?
What would it mean to you if you made a strategic career change or perhaps you picked up this brochure as you are beginning to explore the possibility of more meaningful work? If some of these matters resonate with you, I encourage you to think about what the possibility of successfully completing the Master in Management in Business and Executive Coaching at the Wits Business School, could open up for you personally and professionally.

The Master of Management in the field of Business and Executive Coaching is one of many excellent qualifications that you can consider to invest your time, money and future in. The question you need to be comfortable with is why you wish to apply to the Wits Business School (WBS)? Here are some reasons you can reflect on when making your decision:

**Institutional track record**

The Wits Business School is and has been an academic institution firmly rooted in research and theoretical frameworks but also very aware of the application and business viability of such knowledge being integrated successfully by its students.

**The strategic alliances underpinning the programme design and future recognition**

The Master of Management in the field of Business and Executive Coaching is the first coaching degree in South Africa to be designed and aligned with the Graduate School Alliance for Education in Coaching (GSAEC) framework. This is particularly significant in view of the current international debate around professional standards. As a result, the Master of Management in the field of Business and Executive Coaching has the advantage of being aligned to the most recent trends and critical developments in the field of Executive and Organisational Education for coaches. This impacts how your degree is recognised internationally and its alignment to other bodies monitoring coaching competencies in the future.

**Diverse faculty and dynamic interactive learning**

Educators have realised that post graduate student’s benefit from continuing with their careers while embarking on further qualifications. The Master of Management in the field of Business and Executive Coaching programme offers students a diverse faculty of academics and experienced business people to share and guide their development process, while they are supported to continue with their careers. In addition, the immense value of being exposed to the experiences, views and support of peers is often cited as a highlight by past students.

**The student’s development as a coach is supported throughout the process**

Students are required to build a portfolio of evidence around their skills, experiences and self-reflections. This process is facilitated by an integrated approach of supervision, self-directed peer learning and development of their unique ‘coaching voice’. This combination leads to an exciting, rigorous learning journey.

While you have a lot to consider while making this decision to apply for the Master of Management in the field of Business and Executive Coaching, know that we are excited and committed to offer you this qualification. We look forward to welcoming you on the programme.

**Message from the programme director**

Beth Norden

Programme Director
The Master of Management in the field of Business and Executive Coaching is a well-established Master’s degree that has been developed to meet the needs of both the coaching fraternity and those of high performance organisations. The integrated learning and development process is grounded in the following main areas:

**COURSE WORK**

The course work consists of nine modules, each 40 hours in duration, to meet the international standards set by GSAEC. Four and a half modules take place each year at the WBS campus. The classroom content is highly interactive and focuses on developing the student’s self-awareness and coaching competencies. During this process students are expected to integrate new knowledge skills, practice and self-development both in and across modules. Best practices, case studies, leading guest speakers and well-researched trends will be shared in these sessions. The programme will assess knowledge obtained in these areas through individual assignments, exams and syndicate assignments.

**RESEARCH**

As coaching is an emerging field, it is vital that the body of knowledge is increased with empirical research. Wits Business School prides itself on its strong focus on research and expects a high standard from its students in contributing to the body of knowledge in the area. The programme begins with the Research Methodology module and during the first year students are expected to work on their research proposals and the planning process. At the end of the second year, students have to submit their dissertations / research reports for examination. During their research, students receive supervision from faculty who have knowledge and experience in coaching.

**PERSONAL GROWTH THROUGH REFLECTION AND SELF-AWARENESS**

Much of the success of business and executive coaching is determined by awareness of the personal relationships that exist between the coach, the coaching client, and the custodians of the coaching process within the organisation. As such, the coach must be constantly aware of how their own value system, biases and world view can consciously or unconsciously impact on their professional working relationships. Successful coaches are typically focused on self-improvement, personal reflection and their own development. The Master of Management in the field of Business and Executive Coaching supports this development, which often takes maturity, courage and resilience, through self-directed personal growth sessions and feedback through supervision and course work.

**SUPERVISED PRACTICAL COACHING**

The Master of Management in the field of Business and Executive Coaching has a balanced approach, exposing students to both the theory and practice of coaching. At the end of the programme, students will hand in a portfolio of evidence documenting how they gained 50 hours of practical coaching experience and how this process facilitated their competence, self-reflection and confidence as a coach. Throughout the two-year period of study, students will receive supervision on their practical coaching skills and their unique approach. Supervision is a structured learning engagement in which participants reflect on real-world coaching experiences to deepen and extend cognitive, emotional and practice skills. The purposes, processes and relationship dynamics of supervision are similar to fields such as counselling, education, and psychotherapy.

The GSAEC’s academic standards, on which the Master of Management in the field of Business and Executive Coaching is based, make clear distinctions between:

- the knowledge and theory that assist the practice of executive and organisation coaching;
- the core coaching competencies; and
- the coaching process.

GSAEC’s academic standards and the WBS Master of Management in the field of Business and Executive Coaching degree seek to distinguish between what coaches know, what they are able to do, and the systemic influences upon the work that occurs between the coach, the coaching client and the organisation.
The Master of Management in the field of Business and Executive Coaching is a well-established Master’s degree that has been developed to meet the needs of both the coaching fraternity and those of high performance organisations. To equip students to build a solid reputation to operate in this context, the programme offers the student an integrated learning and development process, grounded in the following main areas:

- Course work
- Research
- Supervised practical coaching
- Self-directed personal growth through reflection and self-awareness

The programme is designed to provide a balance of theoretical knowledge and practical experience. It includes:

1. **Course Work**: Students will engage in research methodologies and psychological acumen underpinning coaching.
2. **Research**: Students will submit research proposals and develop their knowledge and experience in coaching research.
3. **Supervised Practical Coaching**: Students will gain 50 hours of practical coaching experience, which will help them to apply the knowledge and theory that assist the practice of executive and organisation coaching.
4. **Self-directed Personal Growth through Reflection and Self-Awareness**: This component focuses on personal development and professional growth through self-directed sessions and feedback from supervision and course work.
RESEARCH METHODOLOGY
In this course, students are briefly exposed to the philosophy of science and an understanding of the scientific method. Qualitative and quantitative approaches to research are contrasted and the methods of research and design explored for both paradigms. Students are given guidance in writing their research proposals and reports/dissertations. The outcome of the module will be the ability to conceptualise the research and place it in the broader context of research literature i.e discuss how their findings add to the body of knowledge. During this process, the student will learn how to conduct and write a literature review, access databases, apply academic referencing protocols, select the appropriate research methodology for their research, analyse the data and make recommendations. All these aspects are underpinned by a knowledge of how to conduct ethical research.

PSYCHOLOGICAL ACUMEN UNDERPINNING COACHING
The WBS Master of Management in the field of Business and Executive Coaching supports the notion that the most successful business and executive coaches have an understanding of both psychological theory and business principles. This module therefore discusses the development of the various psychological theories that underpin the practice of coaching. The focus is on exploring human behaviour through the most relevant theories and gaining an understanding of what is in their realm of competence and training, and what is not. As a result the module differentiates coaching from psychotherapy and counselling. The module will equip the student with a comprehensive knowledge base from which to work ethically and professionally with human beings.

COACHING SKILLS
The skills of business and executive coaching are taught in this course. Relationship skills such as developing trust, leveraging the coaching relationship through structures and support, and action and results, are all part of this module, and the importance of organisational context is emphasised. The course supports students to become professional business and executive coaches and encompasses leadership and management coaching. Students start practicing their coaching skills facilitated by a small group supervisor.

THE COACHING PROCESS
An understanding of the practical process of coaching is necessary so that students are exposed to the practice of business and executive coaching, and they are equipped to operate in a professional and effective manner. Students are taught the process of business and executive coaching occurs. They are exposed to skills, processes and interventions including: entry contracting, assessment and feedback, goal setting and planning, facilitating change and development, outcome evaluation and termination, ending and long-term planning. Students will continue to apply their coaching skills and competence, again facilitated and supported by a small group supervisor.

BUSINESS ACUMEN UNDERPINNING COACHING
Wits Business School prides itself on its business knowledge and places coaching firmly within a business and organisational development context. Students study topics like Marketing; Basic Principles of Finance and Accounting; Operations Design and Management; and Human Resource Management. This module will equip the student with a grounded experience of business principles.
LEARNING THEORIES

Coaching is about growth and learning and, as such, students need to understand that adult learning has specific characteristics and challenges; notably, adults learn best when actively engaged in the process. The course explores different bodies of knowledge of various learning theories. Students will gain an understanding of aspects of cognitive processes and learning styles, internal motivators, as well as expectancy theory. The latest aspects of neuroscience will be looked at, including understanding memory, awareness, mapping and predicting, dilemma models and brain synthesis. The process of action learning and self-directed learning being incorporated into the coaching relationship, will be explored in-depth.

LEADERSHIP IN ORGANISATIONS

Increasingly, organisations are pro-actively developing their future leaders and coaching is viewed as a primary tool for that development. The course syllabus exposes students to various theories of leadership and the practice of leadership within organisations by examining concepts of both the 20th and 21st centuries. Students gain an understanding of how effective leadership impacts individuals and organisations. They will practice applying these leadership theories to a variety of coaching situations.

ORGANISATIONAL DEVELOPMENT

The field of organisational development assists the coaching process, by providing insight into human systems and their functions. These include typical systems found at work, community systems and larger systems in general. As the context for Business and Executive Coaching is the organisation, a thorough knowledge and understanding of the systems theories that underpin organisations is fundamental. Students will be exposed to the following theories of organisational development: Culture, Appreciative Enquiry, Communication in Organisations, Change Management and Resilience. This will equip students with an understanding of the working environment within which their coaching clients operate.

PROFESSIONAL PRACTICE AND ETHICS

This course provides an understanding of the frameworks within the practice of Business and Executive Coaching at a professional level. The syllabus covers practice management, ethics and standards of practice that support the professional development of the coach and their practice. Practice in this instance refers to the actual exercising of the occupation of being a coach. Areas included understanding the value proposition offered as an executive coach. This module creates awareness of the necessity of ongoing professional development as well as the exploration of ethics and values incorporated into a code of practice.

DISSERTATION OR RESEARCH REPORT

To many the idea of obtaining a masters qualification is an attractive prospect. It is not only attractive to the prospective student but also to employers and organisations who know there is a ‘global war for talent’ and so search for talented people who have had a valuable education. As part of a credible master’s degree such as the Master of Management in the field of Business and Executive Coaching, the student will be required to complete a business focused coaching dissertation, arguably a key differentiator between a higher degree and other qualifications. What this means is that a successful applicant will be required to present their original research proposal to an academic panel for approval. The research proposal will be on a coaching topic acceptable to the student and supervisor as well as the faculty. During the second year of study, the student will be required to hand in their completed dissertation which will be evaluated (internally and externally) in terms of its contribution to scholarly knowledge as well as its applicability to coaching practice. While this process takes intellectual rigor and emotional resistance, graduates find this process extremely rewarding and often use this knowledge to gain access to a market or to differentiate themselves in the market.
FIRST DEGREE AND HONOURS OR EQUIVALENT
An honours degree or post graduate diploma is a non-negotiable prerequisite for the Master of Management in the field of Business and Executive Coaching. Only in exceptional circumstances, applicants with a bachelor’s degree and ten years working experience in the relevant field will be considered.

MOTIVATION
Coaching requires the resilience and curiosity to develop your own self-awareness, and the learning and development of others. These criteria will be assessed through a written motivation and a one page proposal of the research topic you plan to explore for your dissertation / research report. The university reserves the right to call applicants to a Panel Interview process.

RELEVANT WORKING EXPERIENCE
At least five years working experience in an appropriate field, namely Human Capital, Human Resources, Management, Business Consulting, Coaching, Leadership Development and a foundation course in coaching and some practical coaching experience.

ASSESSMENTS
The University reserves the right to call prospective students in for assessments and tests to assist in the selection process.

ACCEPTANCE OF OFFER FEE
Students will be charged a R15 000 Acceptance of Offer fee upon being accepted. Your place will only be secured once this fee has been paid.

Please ensure that all information uploaded is correct and that you have included everything required on the checklist. In order to be considered by the Admissions Committee, your application form and the other required documentation (including the transcript and other supporting documents) must reach the Student Enrolment Centre no later than 31 October 2016.

The Wits Business School Academic Enquiries Office is unable to obtain missing documents on an applicant’s behalf. Applications to the Master of Management in the field of Business and Executive Coaching are processed through the Student Enrolment Centre at Wits. Enquiries regarding the status of your application may be addressed to:

Wits Business School Academic Enquiries Office
+27 11 717 3629

WBS reserves the right to change its schedule as required.

How to apply

www.wbs.ac.za

Degree Programmes
Master of Management in the field of Business and Executive Coaching

1. Online APPLICATION FORM + MANAGEMENT PART 3 FORM
2. LETTER OF MOTIVATION
3. Copies of DEGREE CERTIFICATES
4. Copies of ACADEMIC TRANSCRIPTS
5. SAQA EVALUATION CERTIFICATE
6. PROOF OF ENGLISH LANGUAGE PROFICIENCY (students who have not studied at tertiary level in English).
7. Non-refundable APPLICATION FEE of R800

CONTACT DETAILS

EMAIL: APPLICATIONS2017.WBS@WITS.AC.ZA
TEL: +27 76 854 4042 / +27 79 601 2271

Fees:

R15,000 will be payable upon acceptance to the Master of Management in the field of Business and Executive Coaching programme. This amount is non-refundable and will be offset against the registration fee payable in your first year.

FEES: Refer to the WBS website, www.wbs.ac.za, for the updated cost and fee structure or contact the Fees Office.

Carol Radasi +27 11 717 1546 • carol.radasi@wits.ac.za

Should your application be successful, an amount of

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.

Students whose prior degrees were not awarded by a South African University must be SAQA accredited. Foreign students are advised to follow up on SAQA accreditation without delay as the process can take up to three months to finalise.

Please note: WBS processes applications for admissions on a continuous basis in the order of receipt thereof.