



EXECUTIVE EDUCATION 2019



PROGRAMMES





ABOUT WITS BUSINESS SCHOOL

Wits Business School is the graduate school of business administration of the University of the Witwatersrand, one of the top tertiary institutes in Africa.

Founded in 1968, WBS is one of the oldest business schools in South Africa. The School offers a variety of postgraduate academic and executive education programmes, underpinned by rigorous research and teaching excellence. WBS faculty bring together years of corporate knowledge, research experience and academic achievement from around the continent and the world.

The School aims to graduate a new generation of leaders who think critically about emerging market business issues. Learning is therefore relevant to the challenges and opportunities that we face on this continent, providing students with a deep understanding of the complexities of doing business in Africa within a global context.





EXECUTIVE EDUCATION

Wits Business School is listed in the Top 100 best schools for executive education in the world. We offer management and leadership executive education programmes as well as client customised programmes and have a number of learning partners around the globe to ensure we are up to date with the latest thinking from Africa, Asia, America and Europe.

Our executive education programmes develop the skills, qualities and attributes required to lead organisations, start and scale sustainable businesses and implement business transformations quicker. They assist businesses in accelerating people and capacity development and in addressing real issues relating to strategic objectives.

We have incorporated the best generative thinking methodologies into our programmes, providing a highly experiential and immersive education experience that teaches individuals and organisations to create, capture and deliver value now and into the future.



CUSTOMISED PROGRAMMES

Choosing WBS Executive Education as your partner for customised learning and development brings our academically trusted, highly experienced faculty into your organisation. As your partner, we will support your company learning path by creating and delivering programmes that align talent development with your HR and general strategy. We craft learning experiences that enable individuals to enhance their organisations.

Customised programmes are designed to develop and retain your talent pool, foster leadership self-awareness, advance strategic decision-making, and accelerate management innovation through exposure to industry thought leaders and current business best practices. Each programme we design is different and unique in order to meet your particular challenges.

For groups of more than 10 per course; please contact Desikan Naidoo desikan.naidoo@wits.ac.za
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MANAGEMENT ADVANCEMENT PROGRAMME (MAP)

The much sought-after MAP has been the executive education programme of choice for both private and public sectors in South Africa for the past 37 years. MAP is designed to accelerate experienced functional managers' transition to senior general management. It broadens their grasp and knowledge of the major functional areas of a business, sharpening their executive decision-making abilities and sense of accountability.

"MAP is a life changer. Not just professionally but also in my personal life. From day one I could see the transformation. Each assignment and the challenges it presented conditioned my mind and way of thinking. My fellow students and lecturers inspired me to further myself in my career."

— Tertius Swanepoel, MAP 2016



Who is it for?

MAP is aimed at individuals who have at least 4-5 years' functional managerial experience, but are lacking in general business knowledge/qualifications. An example is a person with a BSc Engineering degree, but no business qualification.



How will you benefit?

You will gain a greater understanding of how the various functional units of a business inter-relate and support the overall mission of the business. MAP will sharpen your general knowledge of business and your executive decision-making skills.



How will your organisation benefit?

Your organisation will have a pool of inspired, knowledgeable, eligible and professional managers who have a broad, holistic view of how a business functions.



NOW MAP OPENS THE DOOR TO EVEN MORE OPPORTUNITIES!

MAP students can now gain 20 credits towards their PDBA* for Marketing and Sales, and People and Resource Management modules!

* Subject to the participant completing MAP with an overall minimum average of 65% , a minimum of 70% for the above modules and five years' experience/recognised prior learning (RPL)



What will you learn?

- How to articulate concepts of strategic management, and select, design, formulate and implement business strategies
- How to adopt operational management principles to contribute to organisational effectiveness
- How to apply best practice principles to Human Resource Management (HRM)
- How to interpret economic principles, concepts and frameworks in business environments and evaluate these concepts in terms of real time economic scenarios
- How to implement effective marketing principles in support of business strategies and branding opportunities for organisations
- How to integrate the principles of accounting and finance into business activities, and evaluate the implications for financial planning and reporting



Course modules include:

- Group dynamics
- Principals of human resources
- Principals of economics
- Principals of marketing
- Principals of operations
- Principals of strategy
- Principles of accounting and finance



COURSE	START	COST
Management Advancement Programme (Part Time)	13 Feb	R 62 000
Management Advancement Programme (Part Time)	04 Apr	R 62 000
Management Advancement Programme (Full Time)	09 May	R 62 000
Management Advancement Programme (Weekend Block Release)	02 Jul	R 62 000
Management Advancement Programme (Part Time)	06 Sep	R 62 000



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NEW MANAGERS PROGRAMME

The ability to understand the different divisions within an organisation and to adopt improved ways of managing self and others are key to business success. The New Managers Programme (NMP) is the first step in the transition from a technical to general management role. The NMP introduces new managers to business principals and skills in a variety of management areas, including management accounting, project management, people management and marketing.

“The New Managers Programme (NMP) is an outstanding educational course, I’ve realised it’s never too late to start learning, you’re never too old and once you’re in it, you don’t want to stop. NMP is a fantastic start to understanding the fundamentals of any organisation, it’s broadened my views and given me the opportunity to a lifetime of achievements.”

— T. Losper, NMP 2016



Who is it for?

Newly-appointed managers/supervisors or individuals who are being groomed for management positions.



How will you benefit?

You will learn business principals, improve your written communication skills, improve your decision-making and problem-solving abilities and learn to work effectively in teams.



How will your organisation benefit?

Your organisation will benefit by having young managers with the skills to cope with the pressures of advancement in the workplace. Specialists moving up the corporate ladder will be well-rounded managers with a better understanding of the different divisions making up the organisation.

“Doing NMP with WBS has provided me with the basic and highly valuable skills as I prepare myself for a leadership role within my organisation. The programme had practical examples which I could relate to my real situation at work. I am looking forward to my next challenge (PDBA) of which I am certain that the foundation laid through NMP will carry me throughout this Diploma.”

— Mondli Shozi, NMP 2016



What will you learn?

- Business principles to enhance your ability to evaluate complex information
- Management accounting: the accounting cycle, costs, profit and budgeting
- The functioning of the human side of the organisation and managing people
- Tools for the effective management of change
- Business communication skills and strategies
- The principles of marketing in South Africa
- The basics of operations management and an introduction into project management environment:
- Project management tools and techniques
- Risk management
- Operational efficiency and effectiveness
- Monitoring and controlling projects



Course modules include:

- Managing Resources
- Collecting and Using Financial Information
- Organisational Dynamics
- Managing People
- Written Business Communication
- The South African Market (marketing processes)
- Operations/ Project Management



COURSE	START	COST
New Managers Programme (Part Time)	02 Mar	R 48 200
New Managers Programme (Full Time)	04 Mar	R 48 200
New Managers Programme (Part Time)	01 Jun	R 48 200
New Managers Programme (Full Time)	09 Sep	R 48 200



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INTERNATIONAL EXECUTIVE DEVELOPMENT PROGRAMME

Includes a week at London Business School

STUDY TOUR TO
LONDON • NEW YORK • DUBAI

“The blended learning approach (classroom learning in London and company visits in New York) gave me a very clear understanding of the challenges and opportunities within these 1st world countries and how these will potentially impact my organization and our strategic plans going forward.”

— Maropeng Bahula • General Manager – Technical, Air Products

WHY ATTEND THE INTERNATIONAL EDP?

The most compelling reason for attending the IEDP is to advance your career and enhance your effectiveness as an executive. Knowledge is both power and exciting. Our interactive style of teaching not only encourages delegates to debate the pertinent issues but also stimulates a wide range of views based on the collective experience of those in the room. You as a delegate will have the opportunity to reflect on how you do things now and how you should do them in the future to be effective.

WHO SHOULD ATTEND?

If you have been identified for fast track development and have at least ten years' experience at a senior level then the IEDP is ideally suited for you.

PROGRAMME STRUCTURE

The structure of the programme covers a host of topics at the strategic level.

- Leadership: Purpose into Action
- Economics for Business
- International Business
- Making Strategy Work
- Strategy Review in Action - visits to organisations
- Strategic Marketing
- Talent Management
- Financial Management
- “Culture will eat strategy for breakfast” – Designing a corporate culture
- Ethics and Corporate Governance
- IT as a Strategic Imperative
- Business and Sustainable Development

THE WBS LEARNING EXPERIENCE

Learning on the IEDP is highly interactive and is case study based with group work and networking sessions so that delegates can learn as much as possible from each other. You will also learn about yourself by being challenged to examine the assumptions you may have previously held when taking decisions and leading people.

EXECUTIVE COACHING SESSIONS

Each delegate will have a number of coaching sessions with a dedicated executive coach. This helps translate the knowledge acquired and skills gained when back at work.

LONDON BUSINESS SCHOOL

London Business School has built an extraordinary reputation, founded on the rigour of their faculty's research and the excellence of its teaching. The School is consistently ranked as one of the top business schools in the world. At London Business School you will be part of a community that provides challenging, international and highly enjoyable experiences. Delegates will stay in a hotel close to the campus near the beautiful Regent's Park area of London. Find out more about the London Business School at www.london.edu.



Topics covered will include:

- The state of the Global Economy - A UK perspective
- Doing Business in a Networked World
- A simulation on approaches to quality
- Inspirational Leadership - Olivier Mythodrama

A tale of three cities

This year's study tour will take you to London, New York and Dubai, three of the most exciting cities on the planet. London post Brexit, New York under a Trump presidency and a flourishing Dubai developing at breakneck speed towards an uncertain future. There has never been a better time to experience and sense the mood of these three cities.

There will be free time to explore what each destination has to offer.

"I have no doubt that the IEDP will contribute positively in my career. The insight that this course has given me has enhanced my self-awareness and confidence. The course has broadened my thinking. Having re-entered the work place I already find myself addressing problems in a constructive and integrated manner. My approach has become far more inclusive and I have already seen the benefits."

— Gavin Welsh • Logistics Executive Head, Famous Brands



COURSE

International Executive Development Programme

COST

R 305 000

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EXECUTIVE DEVELOPMENT PROGRAMME

Our Executive Development Programme (EDP) is designed to lay a solid foundation for those executives who are assuming strategic and business leadership responsibilities, with a focus on both local and global business in the 21st century. The programme attracts a wide range of delegates from both the private and public sectors, providing a good opportunity for networking, experiencing diversity and building mutually beneficial relationships.

“Thank you Wits Business School for empowering me! The teachings and learnings from this programme have transformed my thinking and stretched how I view my business world. I am definitely coming back to do another course with the business school.”

— Lolly Chibi, EDP 2016



Who is it for?

Senior managers and executives who have been identified by their organisations as potential leaders of business units.



How will you benefit?

You will gain greater insight into the business leadership role and increase your personal effectiveness. You will improve your people management skills, and deepen your understanding of the interactions between the operational and strategic management, in the context of a rapidly evolving business landscape.



How will your organisation benefit?

By having more effective leaders, who have a better understanding of their leadership style in relation to change management, diversity management, ethics and governance, finance, and strategy, and sustainability.



What will you learn?

- To understand your own strengths and weaknesses as a leader.
 - To understand how to manage diversity.
 - How to use financial data to manage costs
 - To improve your effectiveness as a leader.
 - Strategic planning
 - Attracting, developing and retaining talent
- Among other relevant topics.



Course modules include:

- Group Dynamics
- Leadership and Change Management
- Ethics and Governance, including sustainability
- Financial Management
- Strategic Marketing
- Environment of Business
- Strategy and Strategic Thinking
- Elective modules.

COURSE	START	COST
Executive Development Programme	11 Mar	R 65 000
Executive Development Programme	16 Sep	R 65 000

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ADVANCED BUSINESS PROJECT MANAGEMENT

This course, consisting of three one-week blocks, refreshes knowledge of basic techniques. It then builds perspective by covering many strategic and governance aspects, emphasizing the relationship between the project manager, executive sponsor and other key stakeholders. The interactive modules are designed to be practical, and are reinforced with collaborative exercises or case studies.



“This course will give you a thorough understanding of the disciplines and techniques of project management.”

— Frank Einhorn, Course Convenor



Who is it for?

Project managers or key project office staff who wish to enhance their skills and perspective. Senior and middle managers who are responsible for, or involved in, projects. Professionals, from any discipline, who play an important role in projects.



How will you benefit?

You will gain a thorough grounding in techniques for planning, executing, controlling and closing of projects of any size or complexity. In addition you will broaden your perspective on project governance aspects like project selection and stakeholder management.



How will your organisation benefit?

Your organisation will benefit by having staff who are able to apply their skills to meet significant business requirements. Through a broad understanding and perspective, staff will be able to communicate effectively at all levels, and have the tools to deliver projects successfully.



What will you learn?

Through interactive discussion, syndicate case studies and focused exercises, you will learn:

- The project life cycle and terminology used in projects
- Aligning corporate strategy to project selection
- Project definition including business case, scope and resource planning
- Moving from work breakdown structure to ‘hands-on’ project scheduling
- Project estimating techniques
- Management of risks and issues
- Project change control – avoiding ‘scope creep’
- People aspects – high performance teams and organisation structures
- Quality expectations – how to recognise and meet them
- Project governance through the sponsor and steering committee
- Stakeholder communication including reporting and facilitation of meetings
- Progress and performance evaluation using ‘Earned Value’ techniques
- International project management
- Procurement, outsourcing, and the management of contracts
- Common causes of project failure - the role of audit / review to avoid them
- Ethics, professional conduct, safety, health and environment
- Bringing the project to an orderly close
- Special topics like cultural diversity and managing in an unstructured environment



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COURSE	START	COST
Advanced Business Project Management	20 May	R 52 000



FUNDAMENTALS OF BUSINESS PROJECT MANAGEMENT

OPTION: Attendance or Competence (additional cost)

Disclaimer: Should the requirements for the Competence certificate not be met, an Attendance certificate cannot be granted.

This course is for you if you are new to project management and would like to understand the core aspects of project management. You will gain the knowledge and techniques to take on important projects while keeping stakeholders informed and remaining in control. You will come away from the course with a solid grounding of all basic project management disciplines.

“This course is highly recommended for anyone wanting to learn the basic techniques needed to manage a broad variety of business projects. It’s a very interactive course using collaborative exercises or case studies. The emphasis is on keeping it simple and practical!”

— Frank Einhorn, Programme Convenor



Who is it for?

People who are relatively new to project management whose background may be in management, finance, operations, IT, HR, engineering, architecture, construction, or any other functional area. It is also aimed at experienced project managers, as a refresher and to round-out knowledge.



How will you benefit?

You will gain insights into, and knowledge of, the planning, financial and people aspects of project management. Your understanding will enable you to apply the techniques of project definition, planning, implementing and controlling, and adapt these to suit projects in your organisation.



How will your organisation benefit?

Your organisation will benefit from having staff, who may lead projects or be key team members, who are able to apply their skills to meet business requirements and deliver projects successfully.



What will you learn?

- Project definition and planning
- Interface with the sponsor and stakeholders
- The work breakdown structure
- Estimating time, resources and cost
- Scheduling with computer software
- Tracking of progress, cost and quality
- Risk identification and management
- Developing a high-performance team
- Controlling scope changes
- Practical project control
- Handling project issues
- Communication and reporting
- Procurement and contractual aspects
- Avoiding common causes of project failure
- Closing the project



COURSE	START	COST
Fundamentals of Business Project Management	01Apr	R 23 850

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APPLIED FINANCIAL MANAGEMENT

For those without a formal finance background, the Applied Financial Management course will open the doors to promotion to senior levels in their organisation. The course enables employees to participate in, and cope with, the complexities of financial decision-making and long-term planning which are integral to every business. Decisions to hire, produce, purchase or sell assets and forge strategic alliances are all financial in nature. Delegates are given the tools to obtain a strategic perspective on the financial management of their business.



“The AFM programme makes finance practical – it provides the tools to apply concepts learnt in the classroom to the real world. We use financial examples and business case studies from everyday life, from businesses that everyone can relate to. Our students leave the course energised and more confident about making financial decisions.”

— Justin Spencer-Young, Programme Convenor



Who is it for?

Professionals, managers, business analysts and technical specialists who do not have a formal finance background.



How will you benefit?

You will gain a deeper and more strategic understanding of financial concepts, planning, risk management, investment and creating economic value for your company.



How will your organisation benefit?

Having managers who are equipped to analyse the company's financial performance and make sound, long-term financial decisions for the overall health of the organisation.



What will you learn?

Apart from learning to cope with the complexities of financial decision-making, you will learn

- To review and interpret financial statements
- Budget control
- A range of basic calculations for defined purposes
- Where to source capital
- How to manage income and cash flows
- Managing financial risk
- How to evaluate strategic alliances
- Cost of capitals

Among many other relevant topics.



Course modules include:

- Financial Decision-Making and Interpretation of Financial Statements
- Managing Income and Cash Flows
- Financial Planning and Budget Control
- Asset Management
- Valuation Concepts
- Determining an Appropriate Capital Structure
- Managing Financial Risk
- Strategic Alliances
- Creating Economic Value
- Company Taxation

COURSE

Applied Financial Management

COST

R 46 500



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FINANCE FOR NON-FINANCIAL MANAGERS

Our Finance for Non-financial Managers short course is designed to demystify financial jargon and give managers the confidence to play a more active role in financial decision-making. The programme focuses on four key areas: financial communications, financial performance, financial controls and financial decisions.

“I would not hesitate to recommend the Finance for Non-financial Managers course to anyone who has little experience of — and apprehension about — financial statements. The lecturers conveyed a vast amount of information in a short space of time, and were great at keeping on board students with a diverse array of jobs. I particularly enjoyed the way in which lecturers related class theory to events and trends in the business world.”

— J. Hobbs, FNFM 2016



Who is it for?

Marketing, personnel or other technical executives, professionals and senior managers who need to acquire a knowledge of financial terminology and analysis.



How will you benefit?

You will be exposed to the intricacies of the balance sheet and income statement, and how to assess an organisation's financial health, which will enable you to perform efficient financial planning.



How will your organisation benefit?

By having managers, executives and professionals who are able to discuss financial matters effectively and confidently, make sound financial decisions and manage risk.



What will you learn?

Beyond the analysis of financial statements and the assessment of financial risk you will learn about:

- Accounting concepts
- Balance sheets and income statements
- Financial health assessment
- Cash flow analysis
- Financial performance planning
- Budgets
- Growth management
- Investment evaluation and value creation

Among other relevant topics

COURSE	START	COST
Finance for Non-Financial Managers	15 Apr	R 16 000
Finance for Non-Financial Managers	19 Aug	R 16 000
Finance for Non-Financial Managers	18 Nov	R 16 000

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SENIOR LEADERS DEVELOPMENT

With a strong focus on personal leadership development, the Senior Leaders Development programme integrates management expertise with leadership skills in order to develop leadership competencies. This will ease a manager's transition into leadership and strengthen their contribution towards achieving organisational excellence.



“In the SLD Programme, from the very first module, I’ve learned to focus on my potential instead of my limitations. Thereafter I’ve never looked at my leadership role in the same way again. It has been an amazing journey of personal growth for me. What is most humbling for me is seeing the positive results after applying and implementing all that I’ve learned from the SLD Programme.”

— Itumeleng Adons, SLD 2016



Who is it for?

Senior managers and executives who have recently taken on a leadership role, or have been earmarked for such a role in the near future.



How will you benefit?

You will broaden your perspective beyond your specialist area. You will learn to make sound and informed decisions.



How will your organisation benefit?

Your organisation will benefit from leaders who have a strong foundation in business knowledge and leaderships skills.



What will you learn?

Besides an increased awareness of the South African socio-political context and its effect on business, you will learn about:

- Working with people from other cultures, with different values and in teams
- Yourself through a guided reflection process resulting in your personal leadership improvement plan

Solutions to business problems through your participation in an action-learning project encompassing all aspects of business, as covered throughout the programme, such as:

- Marketing
- Leadership
- HR
- Strategy
- Finance
- Corporate governance

Among many other relevant topics.



Course modules include:

- Self-development and team effectiveness, including EQ
- Leadership
- Organisational development and change management
- Economics for business
- Strategy



COURSE	START	COST
Senior Leaders Development (Part Time)	14 Feb	R 62 590

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WOMEN IN LEADERSHIP

The number of women in executive positions globally and in South Africa remains disturbingly low. The WBS Women in Leadership course has been designed to address this issue through exploring the South African workplace paradigm and the delegate's own identity and emotional intelligence in order to develop higher levels of communication and leadership skills. WBS's Women in Leadership programme includes three blocks (each of three days in duration) interspersed with individual coaching sessions.

“The Women in Leadership course at Wits Business School has been instrumental in the development of my authentic leadership skills through the engagement of the other women leaders on the course, the stimulating course content and the incredible facilitators and their delivery – it was awesome!!! “

Rashika Ramlal, Women in Leadership 2016



Who is it for?

Women in leadership/management positions, including senior executives,



How will you benefit?

You will gain the skills and confidence required to perform as a team leader in your organisation. You will benefit from individual coaching sessions.



How will your organisation benefit?

Your organisation will benefit by having women leaders who are equipped with sound communication, negotiation and conflict resolution skills to boost co-operation and productivity in the workplace.



What will you learn?

Besides an increased self-awareness regarding your own personal attributes as a leaders, you will learn

- Emotional competency in intrapersonal development
- Diversity, power and patriarchy in the workplace
- Interpersonal and team engagement
- Negotiation skills
- Stress management and resilience
- Effective communication and influence tactics

Among many other relevant topics.



Course modules include:

- Diversity Power and Patriarchy
- Emotionally Competent Engagement
- Leadership
- Strategy
- Negotiation



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COURSE	START	COST
Women in Leadership	08 Apr	R 39 850

FUTURE LEADERS DEVELOPMENT

Many young people today are entering the work place without the advantage of living and mixing in a modern first world city. Often these employees hold a technical position, which is insufficient when entering the leadership realm, as they are unsure of their ability to integrate and make their mark. WBS has been putting together programmes for new managers for many years specifically to help these first time managers integrate into the workplace in a seamless and speedy manner.



“The course was a life changer, it has been the beginning of a new journey. I learnt that life is all you make of it, and anybody is capable of achieving far more than they believe. The sky is the limit!”

— M. Setshedi, Future Leaders Development, 2016



Who is it for?

Junior managers who need to consolidate their knowledge and skills and build confidence in preparation for future leadership roles.



How will you benefit?

You will improve your self-confidence, have a strong grounding in communication and problem solving, and consequently gain better leadership potential.



How will your organisation benefit?

Your organisation will benefit by having confident leaders who understand the functional responsibilities of management, and have learnt the art of people management.



What will you learn?

- Theory of leadership
 - Business acumen
 - Financial literacy for decision-making and control
 - Goal setting
 - Emotional intelligence
 - Effective communication
 - Creative problem solving
 - People management
- Among other relevant topics



Course modules include:

- Leadership
- Emotional Intelligence
- Business Acumen
- Communication
- Finance
- People Management
- Creative problem-solving and project management
- Principals of service delivery



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COURSE	START	COST
Future Leaders Development	06 May	R 41 500

EFFECTIVE COACHING AND MENTORING



This short course provides participants with a framework to enhance their understanding of the coaching and mentoring process. It provides direct contact with a professional coach and introduces a 'sustainable capacity plan' to hone personal effectiveness as a leader as coach/mentor. Participants in the programme will develop capabilities as a professional coach.

The programme is based on best practice and grounded in research. It was designed on the framework developed by GSAEC (Graduate School Alliance of Executive Coaching).



Who is it for?

Individuals who want to build knowledge and skills in coaching and mentoring either as an internal coach, providing professional business coaching and mentoring to their employees; or to develop their coaching and mentoring skills to operate as professional coaches.



What will you learn?

- Practice and provide professional coaching and mentoring to organisations
- Examine and establish a knowledge base that underpins coaching and mentoring
- Evaluate and identify coaching needs and propose an appropriate coaching and mentoring strategy
- Apply techniques to coach / mentor a team member effectively
- Describe the professional environment and context in which coaching and mentoring operates
- Evaluate the legal and ethical implications of coaching and mentoring



Course modules include:

- Foundation theories in coaching and mentoring
- The application of a coaching and mentoring framework
- Critical success factors in coaching
- Ethics and a code of coaching conduct aligned to international best practise
- Feedback techniques in coaching and mentoring
- Develop a personal coaching and mentoring plan based on self-assessment of their needs
- Develop awareness around on going professional development through forming a community of practise in coaching and mentoring



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COURSE	START	COST
Effective Coaching & Mentoring	13 Feb	R 29 850

MANAGING AND LEADING PEOPLE

This new four-day certificate course is designed to provide managers (or aspiring managers) with a sound set of skills required to effectively manage and lead people at supervisory or first line manager level. A participant who successfully completes the course will gain a credit towards WBS's New Managers Programme (NMP).



“The Managing and Leading People course gives our students a greater understanding of the factors relevant to the effective leadership of people. It’s a great opportunity to hone your skills as a manager and a leader...”

— Carl Wagner, Programme Convenor



Who is it for?

Anyone who manages, or has been earmarked to manage people at a supervisory or line manager level.



How will you benefit?

You will gain a solid grounding in problem-solving, management principals and interpersonal skills to enhance your effectiveness in managing people.



How will your organisation benefit?

By having skilled managers who are effective in problem-solving and managing people through delegation, employee development and communication, among others.



What will you learn?

- Effective problem solving skills
- Delegation
- Employee development and talent management
- Team dynamics
- Effective interpersonal skills, such as communication, conflict handling and assertiveness
- Employee motivation and empowerment
- Basic labour relations

Among other relevant topics.



Course modules include:

- Effective problem-solving and analytical skills
- Problem analysis, judgement, creativity
- Effective interpersonal skills
- Handling conflict
- Flexibility
- Delegation
- Employee motivational theories
- Performance management
- Team dynamics
- The importance of effective thinking
- Decision-making
- Communication
- Assertiveness
- Effective management skills and principals
- Employee development and talent management
- Employee engagement
- Employee empowerment
- Basic labour relations information



COURSE	START	COST
Managing & Leading People	12 Mar	R 15 500
Managing & Leading People	17 Sep	R 15 500

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CREATING AND MANAGING DIGITAL MARKETING STRATEGIES

Businesses today are battling to understand how they can measure the contribution of digital marketing as part of their strategic business focus. Many companies are still actively working on the transformation of their digital marketing capabilities – less than 20% rate their digital communications, customer communications or performance improvement process at an advanced level. When asked about managing digital transformation, again just 20% of businesses had a transformation programme in place, with 33% planning to implement a programme, but without any real way to measure the impact on bottom line performance and shareholder value.

Creating and Managing Digital Marketing Strategies is a practically-oriented short course to help turn digital marketing into a real return on marketing investment. It showcases the latest trends in global digital marketing, mobile marketing, search engine optimisation, social media types and customer relationship management.

“Our students appreciate that the Creating and Managing Digital Marketing Strategies course uses a practical and interactive case-study format. The course provides them with an excellent toolkit to turn this area of marketing from a ‘hit and miss’ strategy into a real return on marketing investment. It has never been more important for companies to develop a digital marketing strategy which truly adds value and impacts the bottom line.”

Laurence Beder, Programme Director: Creating and Managing Digital Marketing Strategies



Who is it for?

Marketing managers, brand managers, sales managers, as well as any managers from other business disciplines with marketing responsibility.



How will you benefit?

You will learn the latest trends in digital and online marketing and develop an effective strategy for your organisation.



How will your organisation benefit?

Having an understanding of social media and other digital platforms will optimise your organisation’s market presence, enhance its brand equity and enable effective reputation management.



What will you learn?

In addition to learning about mobile marketing, search engine optimisation strategies, content marketing, marketing with mobile apps, website assessment and social media, you will:

- Create a digital marketing strategy
- Set up a search engine optimisation strategy
- Develop a CRM strategy
- Be exposed to the latest digital marketing trends

Among other relevant topics.



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COURSE	COST
Creating & Managing Digital Marketing Strategies	R 19 800



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