Master of Management in Entrepreneurship & New Venture Creation
MESSAGE FROM THE PROGRAMME DIRECTOR

Master of Management in Entrepreneurship and New Venture Creation at Wits Business School (WBS) is a research focused and exciting programme which focuses on creating and disseminating higher-level entrepreneurial knowledge and skills which translate into developing an entrepreneurial mind-set and research capacity building.

Entrepreneurship education is a growing part of the ecosystem of educational offerings at institutions around the globe. In this ‘golden age of entrepreneurship’, entrepreneurship research and teaching is in line with 21st century global economic conditions, where entrepreneurship is a vital skill for any individual to add to their repertoire of abilities.

The strong focus on research of Master of Management in Entrepreneurship and New Venture Creation programme at WBS is what differentiates it from similar offerings. The programme exposes students to the latest and best research available on various aspects of entrepreneurship which helps to dispel the many myths that exist in the popular literature surrounding entrepreneurship. The programme adopts an evidence-based approach which follows the science-informed practice of entrepreneurship.

Entrepreneurship encompasses a variety of disciplines and professions that recognise practices beyond start-ups and highlight the broad range of associated careers. This presents an opportunity for balancing pure theory development with practice-based theorising, employing various ‘world views’ across the spectrum towards entrepreneurial education.

Master of Management in Entrepreneurship and New Venture Creation at WBS attracts students from a diverse background of education and experience. Past students include CEOs, SME consultants, academics, corporate entrepreneurs, venture capitalists, nascent entrepreneurs, scientists, professionals and artists.

Past students describe the programme as demanding, rigorous and rewarding, and say that they are better prepared to cope with dynamic change and take on the challenges of entrepreneurship. They also feel that they are now empowered with relevant knowledge and skills required to create value – not only as entrepreneurs, but for established companies and society as a whole.

I hope to welcome you onto the programme!

Professor Boris Urban
Programme Director
PROGRAMME STRUCTURE

Master of Management in Entrepreneurship and New Venture Creation is a full-time, modular programme equivalent to two full academic years. Although this is a full-time degree, classes are scheduled in late afternoons and evenings, to accommodate individuals with work commitments.

There are two main components of the programme:
- Core Courses (January-July)
- Research Project (August-December, to submit in February)

CORE COURSES:

[1] Entrepreneurship Theory and Practice
This course provides a solid foundation of entrepreneurial knowledge, navigating the student both conceptually and practically to provide an integrated approach to new venture creation.

[2] Corporate Entrepreneurship
This course provides a thorough introduction to issues associated with entrepreneurship at the firm level through use of case studies and guest speakers.

[3] Enterprise Development
This course provides a detailed examination of policy frameworks for fostering entrepreneurship, providing an opportunity for students to learn and practice consulting and enhance training skills in SME development.

This course provides an international perspective of entrepreneurship, giving students the opportunity to reflect on and evaluate various global economic concepts underpinning entrepreneurship through case studies and guest lecturers.

[5] Social Entrepreneurship
This course is designed to provide a holistic understanding of issues associated with social entrepreneurship in relation to the current South African socio-economic environment. Unique opportunities for social entrepreneurship are examined, including community funding, NGOs and philanthropy.

In this course, students critically evaluate and reflect on the key factors required to embed technology in organisations of varying sizes and in different contexts. Students will understand how to formulate and embed a 'techno-enterprise culture' within an overall strategic framework for their organisations.

[7] Research Methodology
In this course, students are given practical guidance in the writing of their research proposals which they must defend at a panel. Primarily, quantitative approaches to research are explained and various methods of research design and analysis explored.

[8] Decision Science
In this course, students learn to apply statistical theory by means of software, where appropriate, to problems involving correlation, regression and modelling analyses. It is a practical course and on completion the student should be able to use the techniques covered in their research report.

[9] Research Theory and Design
This course is designed to build on and consolidate all research skills required at Masters level. Students will reflect on, and adjust their research reports in line with research principles and practices.

RESEARCH REPORT

The second part of the programme requires students to complete a rigorously researched high-quality research report. Students work independently, with a supervisor, and no classes are scheduled for this period. Students are expected to hand in their final reports in February.
WHO WOULD BENEFIT FROM THIS COURSE?

- Both established and potential entrepreneurs
- Entrepreneurial educators and advisors
- Corporate entrepreneurs and managers
- Technology focused entrepreneurs
- Social entrepreneurs
- SMME mentors and strategists
- Academics and researchers
- Consultants and advisors

WHAT CAN I EXPECT FROM THE PROGRAMME?

The WBS Master of Management in Entrepreneurship and New Venture Creation curriculum presents a holistic, integrated and multi-disciplinary view of entrepreneurship. It allows students to complement their general education while developing their entrepreneurial competencies. Students gain a broad appreciation of entrepreneurial activities in a wide range of contexts, including technopreneurship, corporate entrepreneurship, social entrepreneurship and enterprise development.

Master of Management in Entrepreneurship and New Venture Creation is strongly research focussed – the purpose of the degree is to make the conversation about entrepreneurship both deeper and wider through research. The latest articles, in-depth case studies and empirical studies are used to provide details on what entrepreneurs actually do to make them successful and be productive in building an inclusive society. Cutting-edge content and methodologies are based on benchmarked global knowledge currently defining the field of entrepreneurship.

The Programme Director and Chair of Entrepreneurship at WBS is Professor Boris Urban, a widely published author and academic, supported by a staff of high-calibre individuals with a mix of academic and practical business experience.

A qualifying learner may proceed to PhD studies if the standard of the research report is of high quality and they qualify for PhD acceptance criteria.
WHY WITS BUSINESS SCHOOL?

The Wits Business School is the Graduate School of Business Administration at Wits University, part of the Faculty of Commerce, Law and Management (CLM).

As one of the highest rated research universities in the world, Wits has a rich history in human rights advocacy and maintains a robust presence in South Africa’s civil society. The university is in the vanguard of a burgeoning and globally-engaged Africa, one that seeks solutions to challenges that impact no only Africa, but the world.

 качество факультета

WBS boasts the highest number of PhDs of any business school in South Africa. Our lecturers are known for their outstanding teaching abilities, as well as their business and research experience. Our faculty prides itself on its diversity, as well as its local and international management expertise.

альмун скайт

WBS is proud of its extensive network of alumni around the world. Many of our graduates hold senior management positions in organisations both locally and abroad. WBS has also graduated the most MBAs in Africa and is ranked 32 out of 17 000 universities internationally in the employment of alumni in top executive positions. Our active Alumni Office arranges several networking events for alumni, with guest speakers, throughout the year.

Публичное Дискурс

Hosting a number of topical events every year, WBS is continually building on its reputation as a centre for discourse, debate and discussion. Our public lectures attract this country’s foremost thought leaders, academics, businesspeople and experts in their field, who lead panel discussions on business-relevant issues facing South Africa and the rest of the continent.

Местоположение

WBS is situated on its own beautiful campus in Parktown, Johannesburg with easy access to highways and public transport.

Аккредитации

WBS is accredited by the London based Association of MBAs (AMBA), is a founding member of the South African Business School Association (SABSA) and a member of the Association of African Business Schools (AABS). We are also proud to be the only African business school to be a member of the Programme in International Management (PIM), a network of 60 leading business schools around the world.
FACILITIES, RESOURCES AND SERVICES

ICT FACILITIES

WBS has a well-equipped computer laboratory and Wi-Fi is available throughout the campus. Students have access to our e-learning platform, Sakai, and there are numerous printers available for students’ use.

LIBRARY

Our comfortable and well-stocked library, known as the WBS Management Library, holds over 15,000 volumes of books and collections, and subscribes to over 200 database journals. The library not only services the day-to-day research and information needs of students, but also acts as a management research archival repository for Wits University, holding a reserve of over 45 years of MBA and other management discipline research theses.

THE APPLICATION PROCESS

- Only online applications are accepted. Please go to www.wbs.ac.za and click on online applications on the top right hand corner.
- Please ensure that all information is correct and that you have uploaded everything on the checklist.

Requirements for Admission:

- First degree and postgraduate studies (preferably an Honours degree, but a first-class Bachelor's degree together with a recognised and accredited postgraduate degree or diploma from any discipline is recognised).
- A letter of motivation and full CV.
- Mathematics and English: a level of competence equivalent to the requirements of the South African matriculation is advisable.

Deadline for applications for 2021:
30 September 2020

CHECKLIST

- Online application form
- Letter of motivation
- Copy of degree certificates
- Copies of your academic transcripts (for graduates of universities other than Wits)
- Proof of English language proficiency (for students who have not studied at tertiary level in English)
- Non-refundable application fee of R 200
My experience with the Master of Management in Entrepreneurship and New Venture Creation program was exciting yet very rigorous in terms of the knowledge acquired. I gained an understanding of entrepreneurship academically and practically. I could immediately put to practice the knowledge acquired and my approach towards business success and growth has been elevated. This is a program that will surely change the entrepreneurial landscape in our country and inspire a lot of South African youth to have a sense of ‘self efficacy’.

- Kent Mvabasa, Executive Director, Atex Ventures Master of Management in Entrepreneurship and New Venture Creation (2016-2017)

The WBS Master of Management in Entrepreneurship and New Venture Creation is an intense and challenging journey of personal and professional development. As an international student working in social enterprise development in African countries, this course helped me to discover the core of entrepreneurial practices contributing to the development of the continent. The exposure to top scholars and a vibrant environment of professionals participating in the class offers every student the challenge to ‘unlearn’ and to engage in innovative Academic research in the field.


The Wits Business School Master of Management in Entrepreneurship and New Venture Creation degree specialising in Entrepreneurship and New Venture Creation is a highly recommended qualification for South African business leaders in terms of today’s hyper-competitive business environment. This Masters programme provides the necessary tools and theoretical insight for entrepreneurs and business leaders to guide and equip themselves with the latest research and trends in entrepreneurship. South Africa needs more skilled entrepreneurs as a catalyst for economic growth and this WBS programme provides the necessary context for an entrepreneurial drive.

- Milton Streak (Former Principal CEO: Discovery Health Scheme), Master of Management in Entrepreneurship and New Venture Creation (2011-2012)