

UNIVERSITY OF THE
WITWATERSRAND,
JOHANNESBURG



WBS Wits
Business
School
Sculpting global leaders

Master of Management in Entrepreneurship and New Venture Creation



WBS

Become a Master of entrepreneurship by developing relevant knowledge and research skills. **Empower** yourself and capitalise on your entrepreneurial potential by increasing your quotient of entrepreneurial capital.



WITS BUSINESS SCHOOL

South African case studies produced by our Case Centre

350



Faculty with PhDs

95%



Academic articles by our faculty published every year (+/-)

30



WITS UNIVERSITY

28

A-rated Scientists



4

Nobel Laureates



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MESSAGE FROM THE PROGRAMME DIRECTOR

The Master of Management in Entrepreneurship and New Venture Creation at Wits Business School (WBS) is a research-intensive 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.

In this 'golden age of entrepreneurship' entrepreneurship research and teaching are in line with 21st century global economic conditions, where entrepreneurship is a vital skill for any individual to add to their repertoire of competencies.

The MMENVC in collaboration with the WBS Centre for Entrepreneurship and the Wits Entrepreneurship Clinic, offers a wide range of student development experiences that enables them to become active citizens and leaders in all sectors of society. During the different modules students engage in experiential learning to test their business ideas as well as act as mentors in entrepreneurial education and training.

The Master of Management in Entrepreneurship and New Venture Creation attracts students from a diverse background of education and experience. 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.

I hope to welcome you onto the programme.

Professor Boris Urban

MM-ENVC Programme Director

The Master of Management in Entrepreneurship and New Venture Creation is a two year part-time, modular programme. Classes are scheduled in late afternoons and evenings, to accommodate individuals with work commitments.



high impact entrepreneurship

There are two main components of the programme:

- Core Courses (February 2023 to February 2024)
- Research Project (March 2024 to December 2024)

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.

4. Global Entrepreneurship

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.

6. Technology and High Growth Entrepreneurship

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 Master's level 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 by December 2024 and no later than February 2025 in order to graduate in 2025.



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.

The programme 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.

APPLICATION PROCESS

- Only online applications are accepted. Please go to www.wbs.ac.za and click on the apply now button and follow the links.
- Please ensure that all information is correct and that you have uploaded everything on the checklist.
- Should your application be successful, an amount of R15 000 will be payable on acceptance. This amount is non-refundable and will be off-set against the registration fee payable in your first year.

**Deadline for applications:
Check website for update**

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.

MM-ENVC FEES

Fees for the Master of Management in Entrepreneurship and New Venture Creation for 2025 are quoted as

R180 875.00 *

*subject to review in 2026

ENQUIRIES

+27 (0)861 000 927

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Checklist

- ☐ Online application form
- ☐ Management Part III form
- ☐ Letter of motivation
- ☐ Copies 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 R200

APPLY ONLINE

Spending time in this learning environment, surrounded by exceptional people, will provide you with the foundation for an extraordinary life

WHAT IS THE WBS CASE CENTRE?

In line with the world's leading business schools, WBS has its own Case Centre which produces a collection of fascinating, contextually-relevant and up-to-date case studies every year. The case method, pioneered by Harvard Business School, is widely recognised as *the* most powerful learning tool for management students. WBS's case studies tell the stories of some of continent's most famous (and infamous) business leaders and organisations, giving our students the unique opportunity of playing the decision-maker role in a real-life business dilemma.

TEACHING EXCELLENCE

Apart from our full-time faculty, we have a number of visiting/adjunct professors from other business schools around the world. Numerous guest lecturers bring their up-to-the-minute business or industry knowledge into the classroom.

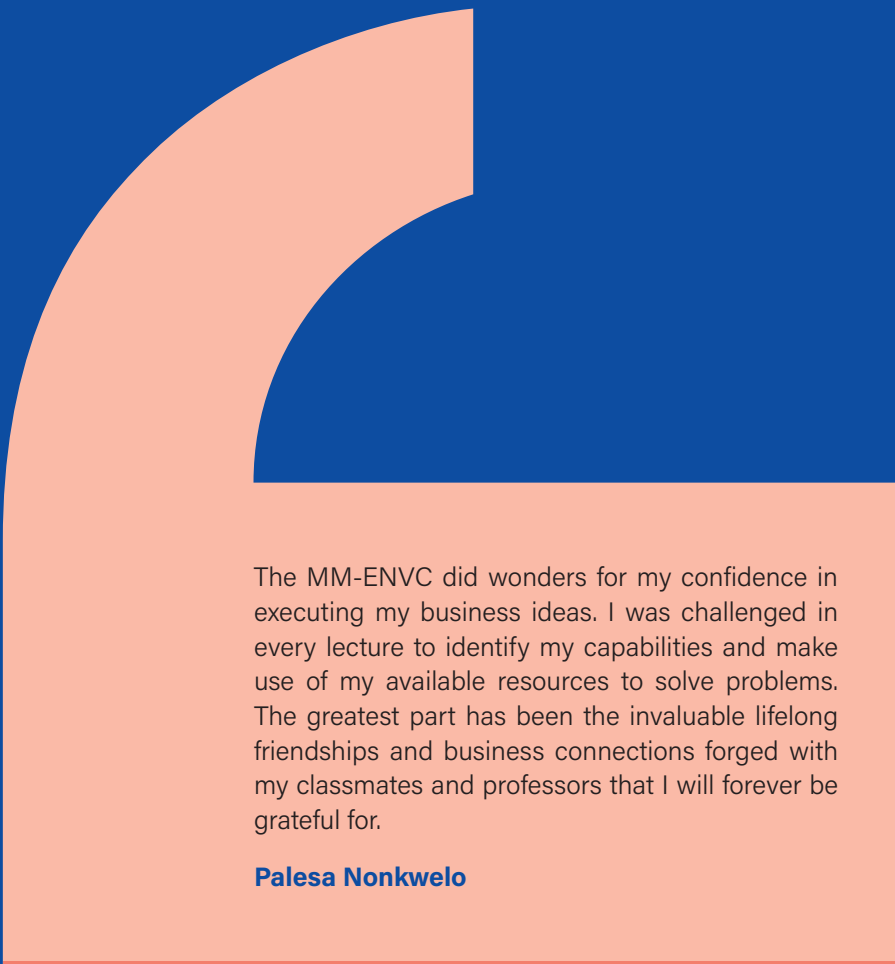
PUBLIC DIALOGUE, DEBATE & DISCUSSION

WBS hosts regular public lectures and panel discussions on issues facing South Africa and the rest of the continent.

There is no better time or place for you to become all that you want to be


experience





The MM-ENVC did wonders for my confidence in executing my business ideas. I was challenged in every lecture to identify my capabilities and make use of my available resources to solve problems. The greatest part has been the invaluable lifelong friendships and business connections forged with my classmates and professors that I will forever be grateful for.

Palesa Nonkwelo



The new knowledge and skills I gained through the MM-ENVC provided me with a solid base of knowledge in the science of entrepreneurship as well as invaluable insights and a new sense of curiosity. I am able to apply not only the academic experience to my daily work in running my companies but also the methods and work habits developed during the strenuous course that now contributes to my daily productivity and growth. I highly recommend this programme.

Pieter Oosthuizen

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