



**Master of Management in Entrepreneurship
and New Venture Creation**

MMENVC



CONTENTS

DISCOVER WBS	PROGRAMME DIRECTOR'S MESSAGE	ENTRY REQUIREMENTS	CLASS OPTIONS/STUDY FORMATS	CURRICULUM
1	2	3	3	4
CORE COURSES	RESEARCH REPORT	APPLICATION PROCESS	MMENVC FEES	WBS GRADUATE COMPETENCIES
4	5	7	7	8

DISCOVER **WBS**



OUR TEACHING METHOD

Our teaching method is lively and interactive, making extensive use of case studies which bring real-world business challenges into the classroom.



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.



INTERNATIONAL PARTNER SCHOOLS

Thanks to our global partnerships, students can complete their electives at other business schools around the world, allowing for a perfect mix of local and international business knowledge.



CAREER DEVELOPMENT

Our Career Management Centre offers one-on-one coaching, career advice and counselling, CV formulation, mock interviews and career workshops and fairs, among many other services.

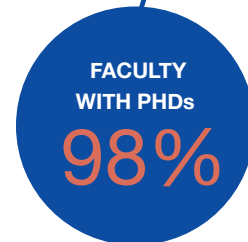


PUBLIC DIALOGUE, DEBATE AND DISCUSSION

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



ACCREDITATION & MEMBERSHIPS



■ 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.

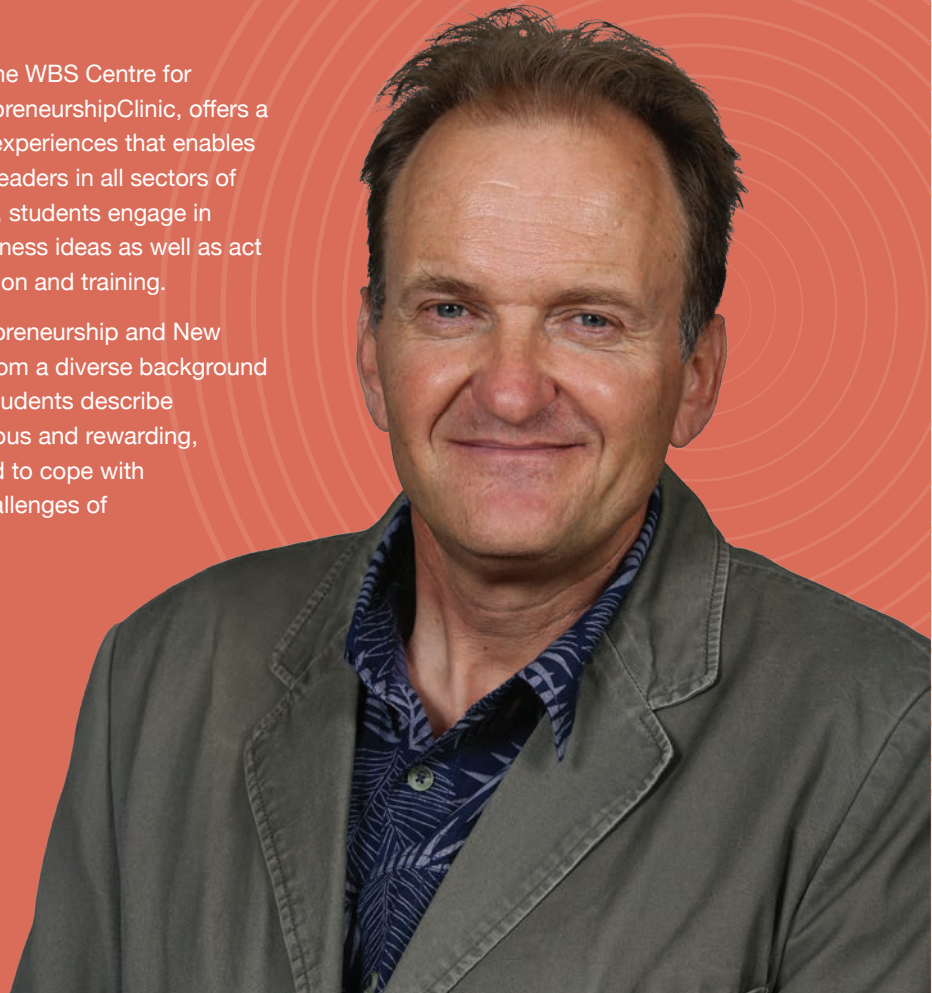
In this 'golden age of entrepreneurship', entrepreneurship research and teaching are in line with 21st century global economic conditions, where entrepreneurship is a vital skill for any individual to add to their repertoire of competencies.

The MMENVC in collaboration with the WBS Centre for Entrepreneurship and the Wits EntrepreneurshipClinic, 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
Programme Director, MMENVC



MMENVC ENTRY REQUIREMENTS

- An honours degree is preferred, however, a first-class Bachelor's degree plus a recognised postgraduate diploma may also be considered.
- 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.

CLASS OPTIONS/STUDY FORMATS

PART-TIME (2 YEARS)

JANUARY INTAKE

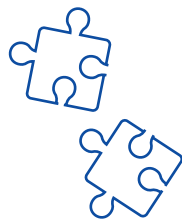
Modular programme.

Classes are scheduled in the late afternoons and evenings, to accommodate individuals with work commitments.

MMENVC CURRICULUM

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.

There are two main components of the MMENVC: Core Courses and a Research Project.



1. CORE COURSES

The MMENVC consists of nine core courses as follows:

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.



2. 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.



My Masters in Entrepreneurship and New Venture Creation was the launching pad for my new business, which started as a simple idea and is now an award-winning banking app. The incredible lecturers at WBS helped to shape my thinking and gave me both the knowledge and confidence to meet all the requirements to take my idea to market. It is particularly rewarding to have employed two of my former classmates. I am so grateful to WBS for being part of this unfolding story!

Teboho Twala
MMENVC 2023



■ APPLICATION PROCESS

- Only online applications are accepted. Complete an online application at www.wbs.ac.za by clicking on Online Applications on the top right hand corner 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 offset against the registration fee payable in your first year.
- Deadline for applications: Please check the website for updates www.wbs.ac.za.

ONLINE CHECKLIST

- Online application form
- Management Part III form (downloadable from WBS website)
- Letter of motivation
- Copies of degree certificate(s)
- 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








MMENVC FEES

Fees for 2026 are R191 185.00, subject to an annual review.

ENQUIRIES MMENVC Applications: +27 (0) 861 000 927 | admissions.wbs@wits.ac.za

THE WBS GRADUATE COMPETENCIES

As a school, we aim to ensure that every student graduating with a qualification at WBS is recognised as having a set of core graduate competencies developed through the successful completion of their programme. This means that WBS graduates emerge from their studies armed with recognisable behavioural and leadership characteristics that clearly identify them as WBS graduates.

-  WBS graduates demonstrate disciplinary expertise and critical thinking skills.
-  WBS graduates are entrepreneurial and innovative, integrating global and African perspectives in addressing organisational and/or societal challenges.
-  WBS graduates develop data-driven solutions that harmonise financial, social, and environmental sustainability perspectives to address the dynamic business landscape.
-  WBS graduates lead with purpose, integrity, inclusivity and accountability.
-  WBS graduates are sensitive and personally responsive to the needs of society and organisations as change agents for the common good.

YOUR FUTURE
LOOKS BRIGHT | WBS
MMENVC





WBS Wits
Business
School
Sculpting global leaders

Master of Management in Entrepreneurship and New Venture Creation

MMENVC

WITS BUSINESS SCHOOL

The University of the Witwatersrand
2 St David's Place | Parktown 2193

+27 (0) 11 717 3544

www.wbs.ac.za



 [Wits Business School](#)

 [Wits Business School](#)

 [Witsbschool](#)

 [Witsbschool](#)