



**JBS**  
JOHANNESBURG  
BUSINESS SCHOOL



Johannesburg Business School

Annual Report  
**2020**

# Johannesburg Business School

*Purpose driven towards a sustained positive impact on a changing economic, social and political landscape.*



## OVERVIEW

The mission of the Johannesburg Business School (JBS) is to provide world-class business education in the context of an African operating environment, while fully anticipating and embracing the impact of the Fourth Industrial Revolution. We are a purpose-driven school aiming to make a sustained positive impact on the fast-changing economic, social and political landscape of the African continent. Our unique and reimagined approach to business education provides relevant, practical and real-time applications for small and medium-sized businesses, and aspirant entrepreneurs, who are seeking to take their business' ambitions to the next level. Innovative thinking and differentiation in a competitive environment are key to the growth of this sector and essential for job creation and the expansion of the economy. It is the JBS' ambition to develop and foster a complete ecosystem that will harness and foster the energy of entrepreneurship to help deliver these outcomes.



Prof Lyal White  
Director (Outgoing)



Dr Randall Carolissen  
Dean (Incoming)

## THE 2020 INAUGURAL MBA CLASS

In keeping with its mission, the Johannesburg Business School in the College of Business and Economics at the University of Johannesburg has adopted a fresh approach to the Master of Business Administration (MBA), in the context of the future of doing business in both South Africa and the African continent at large. Seeking to provide business owners and entrepreneurs with cutting edge tools and insights to grow and scale their businesses, this MBA has a strong practical bias and is taught by local and international faculty who are recognised for their teaching excellence, as well as their extensive contributions in the industry. It is this hands-on real-world orientation towards assisting SME business owners and entrepreneurs that sets the JBS apart from some of the more general management MBA courses offered elsewhere.

After a successful recruitment drive in 2019, the school's inaugural MBA programme was launched on 22 January 2020 and was fully subscribed with some 80 students enrolled for the two-year



programme. The course was set up with two class streams, namely the Weekender and the innovative and popular Early Bird classes, and, despite the unprecedented disruption caused by the pandemic, quickly and successfully transitioned to high quality, interactive online classes, to continue until such time as society normalises again.

## THE LAUNCH OF THE ONLINE MBA

JBS is proud to be the first major South African public institution to have developed an online MBA programme at precisely the time when businesspeople are re-evaluating their learning alternatives. Recognising that not all candidates can or wish to attend full or part-time classes in person, the JBS' online MBA has been purpose-built as a fully supported, online learning programme. This world-class online MBA offers all the benefits of a full-time programme delivered in a form that suits the lifestyles of today's entrepreneurs and future business leaders. The programme content, faculty and qualification earned are identical to that of the class attendance MBA participants. The modular two-year

programme kicked off with a fully subscribed intake in January 2021 and will be followed by five further intakes during the year.

## EXECUTIVE EDUCATION

The impact of the pandemic on the executive education sector was significant and demand for these programmes dropped off dramatically once the lockdown restrictions came into effect. The school took the opportunity to re-evaluate its approach in terms of both programme content and scope, to align with the school's mission and develop a more competitive, relevant and distinctive suite of business education products. Courses now on offer are intended to have a practical, hands-on and high workplace impact, and include outstanding programmes such as The Virtual Executive Development Programme for senior leaders, the Management Accelerated Programme Plus for middle management, and The First 100 Days Managers Programme for new managers. These programmes draw on the same rich pool of faculty that support the MBA and offer students world-class insights into solving their real-world challenges.





## WOMEN'S LEADERSHIP DEVELOPMENT PROGRAMME

The University of Johannesburg's Women's Leadership Development Programme is a customised JBS programme delivered in close partnership with the University's Transformation Unit. Participants are a handpicked selection of respected, talented and accomplished academics and senior support managers from the University.

The programme is designed to deliver on a number of important criteria including broadening contextual awareness on issues of leadership in the higher learning sector in emerging markets; enhancing the personal leadership skills of women in high-impact positions in academia; creating a coaching and mentorship practice among senior women leaders in academia; exploring practical methodologies for equipping women leaders with tools to lead with courage; and developing a connected, high-performance network of skilled women leaders.

The programme runs into 2021 and will end off with action-learning presentations to a panel comprising members of the University's Executive Leadership Group and JBS leadership during Women's Month in August.

## THE CENTRE FOR AFRICAN BUSINESS (CFAB)

The CFAB's principal activity is to develop and publish contextually relevant case studies using Africa-specific examples and outputs, as well as conducting research, publishing opinion editorials, White Papers and journal articles. The CFAB is committed to the decolonisation of teaching and learning through its work and in the broader curriculum; in this regard, it presented various events, short courses, webinars and learning immersions linked to its research outputs, geared towards driving a pan-African agenda and supporting the strategy of the JBS and the

University's College of Business and Economics.

The CFAB collaborates with other research centres at the University, and beyond, in establishing and fostering African business and networks of experts. Highlights of 2020 included webinars with the Minister of Small Business Development on opportunities for SMME's in South Africa, innovation guru Pavlo Phitidis on building a business in a crisis, and the University's own Professor Marwala tackling the adoption of 4IR in a South African context. The Centre also assisted in hosting the 2020 Thebe Summit providing a novel platform for connecting SMME's with corporates and showcased 26 SMME's.

## THE CENTRE FOR AFRICAN BUSINESS (CAB)

The Centre for African Business (CAB) acts as an interface between business and the Johannesburg Business School (JBS). The CAB aims to contribute towards making JBS recognised for excellence in management and leadership capacity building in Africa and internationally, and is committed to the decolonisation of teaching, learning and the broader curriculum – using Africa-specific examples and outputs. The Centre runs various events (seminars, workshops and short courses) linked to its research outputs and is geared toward driving the Pan-African agenda and strategy of the Johannesburg Business School, and the University of Johannesburg at large. The CAB's principal activity is to develop and publish contextually relevant case studies using Africa-specific examples and outputs, as well as conducting research, publishing opinion editorials and White Papers.

Highlights of 2020 included running a regular Online Discussion Series featuring renowned guest expert speakers on a range of relevant topics, broadcasting selected pieces on YouTube and via other social media channels, and publishing the increasingly popular monthly African Business Brief.

