



Become a specialist  
in business strategy.

**Gordon Institute  
of Business Science**  
University of Pretoria

**MPHIL**  
**CORPORATE STRATEGY**

“

This master's degree  
will equip you with  
high-level business  
skills in the areas of  
strategic foresight,  
strategic management  
and strategic  
leadership.

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#### DEAN'S MESSAGE

Professor Nicola Kleyn  
*Dean, Gordon Institute of Business Science*

Today's volatile business environment is tough to understand. It's even tougher when you're part of the team that needs to chart the paths that will enable your organisation to grow sustainably. Innovations in technology and a rapidly changing geo-political landscape have led to profound shifts in industry structures across the world. Business models that have worked for companies for decades are becoming less relevant with every day that passes. It's an exciting time to be learning (and in some cases unlearning) about business strategy.

Our new GIBS MPhil in Corporate Strategy has been designed to integrate learning about theory on key aspects of strategy with insights from practice across a range of industry contexts. Our learning approach favours exposure to real-world situations through a range of mechanisms including case studies, immersions and practitioner engagements. As much as we emphasise the deepening of understanding in our design, we also believe that the core of effective strategy centres on making decisions both independently and in groups. Students registered for the degree can expect numerous opportunities to hone their decision-making skills.

At GIBS we believe that our students learn as much (and sometimes more!) from each other as they do from our faculty. We're rigorous about student selection and our selection processes are geared towards assembling diverse cohorts with varied experience and a common interest in building successful organisations.

The structure of the degree means that although the core subjects are prescribed, our students will be able to customise their study path to their interests and preferences within the domain of corporate strategy through their choice of a wide range of electives and the preparation of a substantive research report.

Undertaking any academic learning worth its salt requires a significant investment of time and energy. If you'd like to visit us on the GIBS campus to learn more about this or any of our other degrees, please don't hesitate to reach out to us. We'd be delighted to welcome you to campus to share more with you about our programmes and approach.

If you're wanting to become a deep expert in a narrow area of strategy, this degree may not be right for you. If however you're interested in broadening your business horizons, honing your skills to develop and critique strategy and building deep connections with a group of peers who are as passionate about responsible business performance as you are, we invite you to consider applying for the 2019 MPhil in Corporate Strategy.



## WHY GIBS?

Founded in 2000, the University of Pretoria's Gordon Institute of Business Science (GIBS) is an internationally accredited business school, based in Johannesburg, South Africa's economic hub. Our campus is positioned in Illovo, Sandton – the richest square mile in Africa and home to an array of South African multinationals such as Discovery, Sasol, Massmart, Standard Bank and regional head offices of firms such as Google and Hewlett Packard.

We serve many of these prominent multinational corporations in developing their leaders and our experienced local and international lecturers ensure a full understanding of complex international markets, while equipping students to take advantage of opportunities to enhance their own and their organisation's competitive performance.

We have a long record of teaching corporate strategy and deliver courses to customers in many African countries every year. This aligns to our mission of focusing on general management in dynamic markets to significantly improve responsible

individual and organisational performance, primarily in the South African environment and increasingly in our broader African environment, through the provision of high quality business and management education.

In May 2018, the annual UK *Financial Times* Executive Education rankings, a global benchmark for providers of executive education, once again ranked GIBS as the top South African and African business school. This is the 15th year running that GIBS has been ranked among the top business schools worldwide. In April 2019, the GIBS MBA was ranked among the top 50 globally in the Quacquarelli Symonds (QS) Executive MBA Rankings. GIBS is the only business school in Africa to appear in this ranking.

GIBS is accredited by the Association of MBAs (AMBA), the Association to Advance Collegiate Schools of Business (AACSB), the Council on Higher Education (CHE) and is a member of the South African Business Schools Association (SABSA), and the Association of African Business Schools (AABS).

These international rankings and accreditations ensure global recognition of our programmes and the close relationships we have with business, enable our students and faculty to produce research that truly matters to business.



# Why the Master's in Strategy?

## WHY THE MPhil?

The MPhil is a specialised, academically rigorous degree that will enable you to transform from a traditional business manager into a specialist in the complexities of designing, implementing and adapting strategy.

This master's degree is aimed at business managers and leaders that want to develop a deep knowledge of strategy – which lies at the heart of all organisational success. This focused master's programme is a combination of courses taught by our experienced faculty, together with an in-depth academic research project in an area of strategy that you are particularly interested in. The core courses, electives, faculty and guest speakers will prepare you for the thesis by exposing you to the latest research in areas such as:

- The environment of business;
- Strategic foresight;
- Strategic management; and
- Strategic leadership.

GIBS is a business school that is close to business. This means that all the content will be relevant and applicable to senior managers operating at a strategic level. You will be exposed to multiple learning methodologies throughout the programme. You will participate in a large scale, team-based project, studying an industry through the viewpoint of both a dominant player as well as a disruptor in that industry, whilst applying your learnings from each of the four core courses.

Upon completion of the MPhil, you will be at the leading edge of knowledge about the various phases of corporate strategy and how they relate to all the core functions of an organisation. You will understand how organisations need to react timeously to rapidly changing business environments, digital disruption and fast-changing business models. At the same time, you will have developed insights that will make you a more effective leader at a senior and executive level.

### Electives

On completion of your core courses, you will be guided in a choice of four electives from the MBA suite of more than 50 electives. The electives will assist in further deepening your knowledge of strategy, as well as provide the opportunity to broaden your knowledge of specific fields of interest.

### Research focus

During the intense research component, you will be able to conduct advanced research on the topic of strategy and become an expert in your area of chosen research. The topic you choose for your thesis should be focused on understanding an area of strategy that you are interested in, from strategy development to strategic implementation. Upon completion of the programme, you will be a leader in the field of strategy through the knowledge and skills obtained on the programme.

### How this degree can articulate into a PhD

You may wish to continue further research into the exciting field of corporate strategy upon completion of the MPhil. This is entirely possible as the MPhil is recognised as a level nine qualification according to the South African National Qualifications Framework (SANQF). The design of this qualification is intended to equip you with advanced research skills that will enable you to enter a doctoral degree.

# Structure of the programme

## Provisional Schedule: Master of Philosophy in Corporate Strategy 2020 - 2021

	May	May	June	July	Aug	Oct	Nov
2020 May - Nov	Orientation	Research Methodology 01	Environment of Business	Strategic Foresight	Strategic Management	Strategic Leadership	Research Methodology 02
	Jan	Feb	Feb-Apr	Apr	May-Sept	Oct-Nov	Nov
2021 Jan - Nov	Research Methodology 03 (Session 1 - 2 days)	Research Methodology 03 (Session 2 - 1 day)	Proposal Formulation	Proposal Defence	Electives	Finalising Research	Research Hand-in

### Entrance requirements

In order to be considered for a place on this programme, the following criteria must be met:

- A minimum of an Honours degree or equivalent (NQF 8) in business/business related field, or a professional qualification cognate to this degree – such as a four year degree in Engineering or Law;
- Minimum ten years business experience (preferably);
- GIBS entrance test or GMAT if non-degreed;
- Financially literate;
- Two references; and
- Completed essay.

### Fee structure

Application fee R 3 000  
(non-refundable, payable upon submission of your application)

Registration fee R 17 000  
(deposit paid upon acceptance, offset against total tuition below)

Total tuition fees for the programme R 157 464

### Special requirements

**Special needs:** If you have a special need, GIBS will look into accommodating this. However, it is a requirement that the student will need to provide medical certificates and supporting documentation as requested by the GIBS Admissions Office. To request special needs assistance, please contact the Admissions Office before you complete your application.

**Religious observance:** Observant students must contact the GIBS Admissions Office to ascertain how their specific needs may be accommodated.

## NEXT STEPS

Applications for the GIBS MPhil in Corporate Strategy open in May 2019 and close on 24 March 2020.

### Step 1. Meet the admission criteria

### Step 2. Apply online at [www.gibs.co.za/mcs](http://www.gibs.co.za/mcs)

### Step 3. Pay the application fee

Pay the non-refundable application fee of R 3 000. Only EFT will be accepted.

Please note proof of payment needs to be in an electronic format (PDF only) in order for you to upload this to the application form.

### Step 4. Write the entrance test

Once the application form has been submitted, the Admissions Office will send you the test booking dates and reference forms which are to be completed by the referees and submitted to the Admissions Office.

### Step 5. Decision and feedback

Once the test results are available and reference forms have been submitted to the Admissions Office, the application is now ready to be reviewed by the Admissions Committee. The Admissions Office will notify you of the outcome provided there is no outstanding documentation.

**Please note:** Only online electronic applications will be considered. Emailed, faxed or posted applications will not be accepted.



GET IN CONTACT

**For more information please contact:**

The Admissions Office

Gordon Institute of Business Science

PO Box 787602, Sandton, South Africa, 2146

**Landline** +27 (0)11 771 4120 or +27 (0)11 771 4331

**Fax** 0866 380 543

**Email** [admissions@gibs.co.za](mailto:admissions@gibs.co.za)

**Website** [gibs.co.za/mcs](http://gibs.co.za/mcs)

The University of Pretoria's Gordon Institute of Business Science (GIBS), established in 2000, is an internationally-accredited business school, based in Illovo, Sandton, South Africa's economic hub. GIBS is located at 26 Melville Road, Illovo, Sandton.