



# USB highlights over the decades

## THE DECADE OF FIRSTS

- 1964:** The first 13 Part-time MBA students commence with their studies at USB.
- 1966:** The first 8 MBA degrees are awarded.
- 1967:** Students can now also enrol for a Full-time MBA.
- 1968:** The first DBA degree is conferred.
- 1969:** Stellenbosch University establishes an independent Department of Business Management and Administration to take care of its MBA and DBA degrees.
- 1970:** The first 4 full-time staff members are appointed. They move into offices in Merriman Avenue, Stellenbosch, although lectures are still presented in Bellville in temporary facilities behind Karl Bremer Hospital. A total of 70 students enrol for various courses.
- 1973:** To move closer to the business community, the Department relocates to Bellville.
- 1974:** Student numbers total 90.

## THE DECADE OF GROWTH

- 1976:** The Institute for Entrepreneurship and Small Business Management is founded to present business development programmes in self-governing black states.
- 1979:** USB now has 171 MBA and 21 DBA students. Permanent academic staff consists of 4 professors and 4 senior lecturers.
- 1979:** The USB alumni association (initially named NABUS) was started by the Part-time MBA class of 1977.
- 1981:** The current premises in Bellville are acquired.

- 1982:** The first students register for the Modular MBA. The first Belgian exchange students arrive.
- 1984:** The Senior Management Programme is introduced.

## THE DECADE OF NEW BEGINNINGS

- 1986:** The Department relocates to the Bellville Park Campus.
- 1989:** MBA student numbers reach 580.
- 1990:** USB Alumni Club (now the USB Alumni Association) establishes its Future Fund to support deserving students. An English-medium Senior Management Programme is introduced.
- 1991:** Management Development Programmes are presented in Namibia for the first time.
- 1992:** The name of the school changes to the Graduate School of Business of the University of Stellenbosch (later referred to as the University of Stellenbosch Business School – or USB for short).

## THE DECADE OF ACCREDITATION

- 1995:** The first exchange students from the Rotterdam School of Management arrive. The permanent faculty consists of 11 professors, 4 associate professors and 3 senior lecturers.
- 1996:** An English-medium Modular MBA is introduced.
- 1997:** To accommodate international students, the Full-time MBA is presented in English for the first time.

- 1998:** Bellvista Lodge with 41 rooms and a restaurant opens its doors on campus. The first assessments for high-level leadership competencies are done. A group of USB's MBA students visit two European business schools for the first time.
- 2000:** A public company, USB Executive Development Limited (USB-ED), is established to manage USB's non-degree programmes.
- 2001:** USB receives international EQUIS accreditation from the European Foundation for Management Development (EFMD).
- 2002:** USB receives international accreditation from the Association of MBAs (AMBA). USBI, the USB's full-service library, is opened. USB introduces its Full-time PhD.
- 2003:** The first students enrol for the new Master's in Development Finance (MDevF). USB is invited to join the Aspen Institute's Teaching Innovation Program.
- 2004:** After a stringent audit of all local MBA providers, the Council on Higher Education in South Africa fully accredits the USB MBA.

## THE DECADE OF EXPANSION AND EXCELLENCE

- 2005:** USB is ranked as the top business school in South Africa by Professional Management Review (PMR.africa) and as number two by the *Financial Mail*.
- 2006:** USB receives EQUIS reaccreditation and becomes a member of the European Doctoral Programmes

- Association in Management and Business Administration (EDAM-BA), based on the quality of its PhD. Three black MBA students – Kagisho Mahura, Pambili Booi and Fortune Ngwenya – beat 28 teams at the National Black MBA Association Student Case-writing Competition sponsored by DaimlerChrysler in the USA. The USB officially establishes a presence in West Africa (Lagos, Nigeria) by appointing a representative in this region to support students and to market USB's programmes.
- 2007:** The Centre for Corporate Governance in Africa is established. USB-ED becomes the first business school entity in SA to conclude a Black Economic Empowerment (BEE) transaction, and is listed in the *Financial Times* Top 50 rankings. An agreement is signed with Vlerick Leuven Gent Management School in Belgium to establish joint chairs. The Aspen Institute, USA, ranks USB on its *Beyond Grey Pinstripes* Top 100 Schools list for promoting social and environmental sustainability in its curricula and research. USB-ED opens its Gauteng Office.
- 2008:** The Africa Centre for Dispute Settlement is established. USB becomes one of only two African business schools with an A-rating for "universal business schools with major international influence" from the French ratings agency Eduniversal. USB receives AMBA reaccreditation. USB achieves first place in the South African 2008

- PMR.africa rankings. USB produces a finalist, Kagisho Mahura, in AMBA's global MBA Student of the Year Competition. USB-ED is ranked No 45 in the 2008 *Financial Times* Global Executive Education Survey.
- 2009:** USB introduces a Modular MBA with classes starting in June. The School officially establishes a presence in East Africa (Nairobi, Kenya) by appointing a representative in this region. The USB Alumni Association launches a branch in West Africa.
- 2010:** USB is named top business school in South Africa in both the Professional Management Review (PMR.africa) and *Financial Mail* surveys. USB has the largest intake of Afrikaans Modular MBA students (59 students) in many years. USB jumps more than 30 places to position itself among the top 40 schools in the world according to the 2009-10 *Beyond Grey Pinstripes* survey. MBA alumnus Will Coetsee is a finalist in AMBA's global MBA Student of the Year Competition. The MPhil in Management Coaching is introduced. USB-ED establishes its Centre for Applied Entrepreneurship, Centre for Business in Society and Centre for the Business Management of Projects.
- 2011:** South Africa's first Postgraduate Diploma in Dispute Settlement and first-ever Postgraduate Diploma in Leadership starts at USB. An International Study Module at an overseas partner business school

- becomes a compulsory part of the USB MBA. USB is ranked among the top 100 business schools in the world according to the *Beyond Grey Pinstripes* survey. Placed at number 65, USB is the only African school represented on this exclusive list. USB – for the fourth year in a row – receives the prestigious A-rating from Eduniversal. USB is ranked one of the Top 3 business schools in the Africa and Middle East region in a Quacquarelli Symonds (QS) Global 200 Business Schools Report. USB-ED is ranked No 49 in the 2011 *Financial Times* Global Executive Education Survey.
- 2012:** USB becomes the first business school from an African university to be awarded AACSB international accreditation. USB now has the Triple Crown – business schools with all 3 international accreditations (AACSB, EQUIS and AMBA). USB launches its Small Business Academy (SBA) to give life to its vision of meaningful engagement with society. USB is named the No 1 business school in South Africa by the Professional Management Review (PMR.africa). USB's first AMBA Global AMBAssador, MBA alumnus Gretchen Arangies, is chosen as winner of AMBA's 2012 Global AMBAssador Challenge.
- 2013:** USB adds a Postgraduate Diploma in Project Management, Postgraduate Diploma in Development Finance and PhD in Development Finance to its portfolio of programmes. USB is named the No 1

**1) 1970:** First building housing Business School in Merriman Avenue, Stellenbosch. **2) 1978:** MBA students. **3) 1984:** Students working in the library. **4) 1988:** Official opening of USB's Winery where students can unwind on Friday evenings. **5) 1989:** Lodging facilities built on campus. **6) 1998:** Bellvista Lodge opens its doors and offers on-campus accommodation. **7) 2002:** USBI, USB's full-service library, is opened. **8) 2005:** USB director Prof Eon Smit receives PMR.africa award, ranking USB as No. 1 school in SA. **9) 2006:** Three MBA students beat 28 teams to win National Black MBA Association's Student Case-writing Competition, USA. **10) 2012:** USB becomes the first school from an African university to receive international AACSB accreditation. **11) 2012:** USB launches its Small Business Academy.