



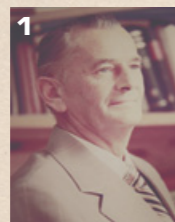
The campus of the University of Stellenbosch Business School.

# Keeping DIRECTION

During the five decades of its existence, USB was steered by seven directors, each one venturing into new terrain to develop the school from a local institution to one acknowledged by the international business school community. Everything USB is doing today has its roots somewhere in our past. These threads, drawn from our history, have become key themes at USB today:

business school in South Africa by the Professional Management Review (PMR.africa) – for the sixth time in 11 years. USB is ranked as one of the Top 3 schools in Africa by Eduniversal for the sixth consecutive year. USB's second AMBA Global AMBAssador, MBA alumnus Brigitte Roediger, is chosen as joint winner of AMBA's 2013 Global AMBAssador Challenge. USB-ED is ranked one of the Top 50 executive schools in the world by the *Financial Times* Executive Education 2013 World Ranking. The first intake of 23 students from Khayelitsha enrolls for the Small Business Academy's 9-month Small Business Development Programme. USB-ED is ranked No 50 in the 2013 *Financial Times* Global Executive Education Survey.

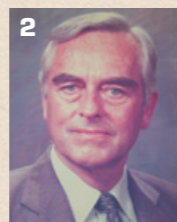
**2014:** USB celebrates its 50th anniversary. The number of MBA students enrolled for the year is 631 and the total number of students enrolled at USB is 1 204. MBA alumnus Xolani Nocanda becomes USB's third Global AMBAssador. The second intake of 22 students from Khayelitsha and Mitchells Plain enters the Small Business Academy programme. USB-ED receives its sixth PMR.africa award. <sup>a</sup>



**1** **PROF JAN VAN DER MEULEN**  
USB  
Director:  
1964 –  
1972

Prof Van der Meulen was appointed as USB's first director when the School opened its doors with 13 students in 1964. Various firsts were achieved under his leadership: the first 8 MBA degrees (1966) and the first DBA degree (1968) were conferred. He played a key role in the establishment of an independent Department of Business Management and Administration, which is known today as the University of Stellenbosch Business School. USB forms part of Stellenbosch University's Faculty of Economic and Management Sciences.

**TODAY'S FOCUS**  
**Adding relevant programmes:** Prof Van der Meulen realised the importance of expanding USB's portfolio of programmes in order to stay relevant. Today, USB offers its flagship MBA, MPhil degrees (in Development Finance, Management Coaching, Futures Studies), Postgraduate Diplomas (in Leadership, Development Finance, Project Management and Futures Studies), PhD degrees (in Business Management and in Development Finance) and executive education.



**2** **PROF ROBERT TUSENIUS**  
USB  
Director:  
1972 –  
1975

Prof Tusenius joined USB after 25 years in business. During this time, the School used pre-fabricated facilities behind the Karl Bremer Hospital as classrooms. In 1973, the School relocated to Bellville to move closer to the business community. Student numbers gradually increased.

**TODAY'S FOCUS**  
**Working with the business world:** Prof Tusenius joined USB with extensive business experience. Today, many of USB's full-time and part-time faculty members have business experience, either as senior practitioners or in a consulting capacity. This, together with USB's close cooperation with industry, helps to ensure an academic offering aligned with the needs of the world of work. Other areas of alliance and collaboration include representation by the local and international business community on the USB Advisory Board, and partnerships between USB and industry with regard to specific projects (e.g. with USB's Small Business Academy).

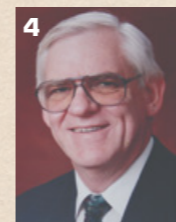


**3** **PROF HELGAARD MULLER**  
USB  
Director:  
1975 –  
1987

Under Prof Muller's leadership, the School endeavoured to cooperate closer with Europe and the USA, increase its focus on research, forge closer ties with business leaders, and draw faculty from abroad. Land for the School's new campus in Bellville was acquired in 1981 and USB relocated to the Bellville Park Campus in 1986.

**TODAY'S FOCUS**  
**Growing our thought leadership:** Prof Muller pressed for a stronger focus on research. Today, USB creates knowledge through the research undertaken by its faculty members and students, its research centres, academic conferences and seminars, a research fellowship programme, and its partnerships with other academic institutions. The school shares its research with alumni and business leaders on various platforms.

**'Today, USB's students come from all over South Africa, close to 20 African countries, Europe and elsewhere.'**



**4** **PROF ARMINIUS ARCHER**  
USB  
Director:  
1988 –  
1993

When Prof Archer became director of the USB, MBA student numbers reached 580. During his time, the School introduced its first Senior Management Programme. It also presented its Management Development Programmes in Namibia for the first time, allowing USB (and later USB-ED) to take the first step towards opening up markets in Africa.

**TODAY'S FOCUS**  
**Spreading our wings:** During Prof Archer's time, a Management Development Programme was presented in Namibia for the first time. Today, USB's students come from all over South Africa, close to 20 African countries, Europe and elsewhere. USB has representatives in West Africa and East Africa. In addition, USB Executive Development (USB-ED), the company within USB that offers non-degree programmes, presents its programmes in 10 other countries besides South Africa.

**'USB (was) the first school from an African-born university to receive three international accreditations for business schools.'**



**5** **PROF DAVE TROMP**  
USB  
Director:  
1993 –  
1996

Prof Tromp was the first to enter into cooperation agreements with leading business schools in other countries. This also led to the first exchange students, from the Rotterdam School of Management, joining the USB MBA students.

**TODAY'S FOCUS**  
**Offering African-focused areas of expertise:** Prof Tromp was director when the first exchange students, from the Netherlands, spent time at USB. Today, visiting students from business schools all over the world come to USB to learn from the School's African-focused areas of expertise in diversity management, change leadership, governance, small business development, management coaching, futures research, sustainability management, and innovative business models, to name a few. This approach enriches the learning experience of all students, enabling them to work with different perspectives.



**6** **PROF EON SMIT**  
USB  
Director:  
1996 –  
2010

Under Prof Smit's directorship, USB's international stature grew and the School gained recognition as a member of the international business school community. The School acquired international accreditation from EQUIS (2001) and AMBA (2002), and entered into cooperation agreements with over 70 leading business schools around the world. USB was increasingly acknowledged by South African and global ranking and rating agencies. New research centres were established and new programmes were introduced.

**TODAY'S FOCUS**  
**Welcoming the world:** Various directors, but Prof Smit in particular, made great strides in opening up the world for USB. Today, USB's international participation is demonstrated by its three global accreditations, its international student body, visiting international faculty, the compulsory MBA International Study Module at an overseas business school, USB's presence on the African continent, and cooperation agreements with over 80 business schools on all continents.



**7** **PROF JOHN POWELL**  
USB  
Director:  
2010 –  
2013

Under Prof Powell's directorship the School acquired international accreditation from AACSB (2012), which made USB the first school from an African-born university to receive three international accreditations for business schools: AACSB, EQUIS and AMBA. The School also significantly expanded its social engagement programme, establishing its Small Business Academy.

**TODAY'S FOCUS**  
**Big enough to wear the Triple Crown, small enough to care:** Under Prof Powell's directorship, USB acquired AACSB accreditation over and above EQUIS and AMBA accreditation – hence the Triple Crown of accreditations. At the same time, the School added to its portfolio of academic programmes and established its Small Business Academy, helping small business owners from communities to grow their businesses. <sup>a</sup>