

Gordon Institute of Business Science

University of Pretoria



GIBS full-time PDBA: Developing Africa's young business leaders

Strong economies need business leaders with a vision: leaders who can imagine a future that is built on innovation, sound business practices, and ethics and sustainability. To help develop South Africa's business leaders, the University of Pretoria's Gordon Institute of Business Science (GIBS) offers young graduates the full-time Postgraduate Diploma in Business Administration (PDBA).

As a world-class business school, GIBS believes that business is a force for positive change and a key factor in the economic development of any country. The university understands that business leaders must work in collaboration with government and civil society to create a better, more equal society. With local unemployment levels sitting at a record high of 32.6%, this has never been more critical. An environment that encourages investment, industrial development, and job creation, however, requires leaders who understand the practical nature of business and cutting-edge developments coming to the fore.

The GIBS PDBA

The GIBS PDBA is an Honours-equivalent degree designed to give graduates an in-depth, holistic view of business, complemented by a practical skill set, that will provide a competitive edge at the start of their careers. The programme is an online offering, using a variety of technologies including online lectures, videos, case studies, and exercises, giving students a broad range of learning tools to maximise their experience.

The course is split into distinct modules that give students a holistic view of the business environment. There are five academic modules: Human Resources, Accounting, Marketing, Operations Management, Entrepreneurship, Economics, Ethics and Sustainability, Information and Knowledge Management, Innovation, Organisational Behaviour, Systems and Processes. A sixth module is a practical one where students are given an internship with an organisation, other than their own, to put what they have learned into practice.

Adding to the practical nature of the course, students will also have access to workshops, short courses, and career support services designed to help the student enter and thrive in the world of work. A final aspect of the course is ongoing personal development. Students will be encouraged to look at where their strengths lie and how they can maximise these competencies to ensure their personal career growth.

The PDBA is aimed at young graduates who are in their first or second year of employment, working part-time, or currently unemployed. The one-year degree will enhance a job applicant's attractiveness to employers by adding valuable theoretical business knowledge and practical experience to their CVs. It will also benefit young

entrepreneurs who wish to better understand business process and departments, as they seek to grow sustainable and profitable businesses.

Organisations that sponsor students will be eligible for skills development points on the B-BBEE scorecard and give their young workforce critical skills for the future. Successful applicants are also able to self-fund their studies.

The GIBS Network

As the adage goes, "It is not what you know, but who you know." Although GIBS believes in a sound theoretical foundation, an underlying philosophy of the University is teamwork and a network building. The school believes any business leader must have a network of like-minded people who can support them through their career journeys. As such all GIBS students and alumni will have access and exposure to over 6 000 executives, managers and scholars who pass through the campus each year.

This thriving and dynamic community offers a support network for students and instills a vibrancy and energy to GIBS's learning as a leading African business school.

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