



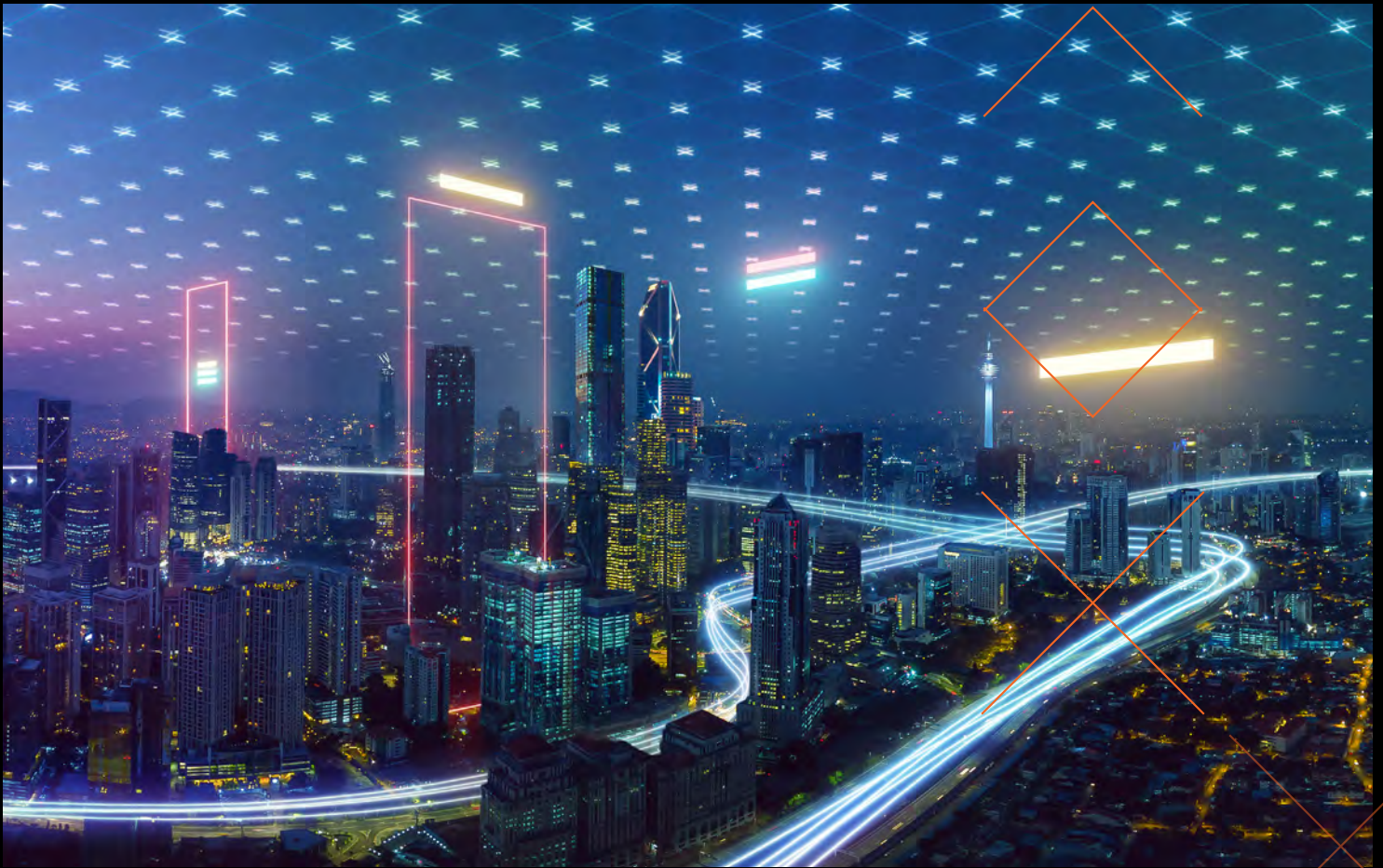
JBS
JOHANNESBURG
BUSINESS SCHOOL

MANAGEMENT ACCELERATION PROGRAMME + (MAP+)

A leader on our continent. UJ. Third in South Africa and in Africa.
Quacquarelli Symonds (QS) World University Rankings.

jbs.ac.za

■ THE BUSINESS
of REIMAGINING
YOUR FUTURE



■ A changing business world

The Fourth Industrial Revolution – the 4IR – is redefining the way business operates. It does not simply mean the increasing application of technology to the existing world of work; rather, it is fusing the physical, digital and biological worlds, and in so doing, is transforming them. No discipline, industry or economy will escape this.

The 4IR will challenge values, philosophies and practices, from ideas about the future of our work, through to what it will mean for us to be human.

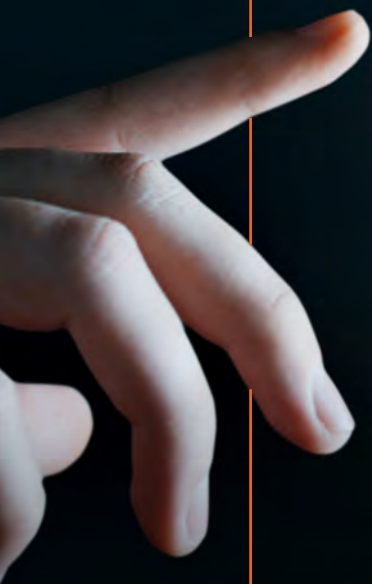
This is the digital transformation that the Johannesburg Business School (JBS) has made the focus of its work. The digital transformation is about adapting to the challenges of the 4IR. It recognises that growth will increasingly have to focus on stronger, more inclusive and more sustainable development. Each of us will need to reconcile complex new tensions and dilemmas along the way.

The 4IR represents a fundamental change in the way we live, work and relate to one another. It is a new chapter in human development, enabled by extraordinary technology advances commensurate with those of the first, second and third industrial revolutions. These advances are merging the physical, digital and biological worlds in ways that create both huge promise and potential peril.

The speed, breadth and depth of this revolution is forcing us to rethink how countries develop, how organisations create value and even what it means to be human. The 4IR is about more than just technology-driven change; it is an opportunity to help everyone, including leaders, policy-makers and people from all income groups and nations, to harness converging technologies in order to create an inclusive, human-centred future. The real opportunity is to look beyond technology, and find ways to give the greatest number of people the ability to positively impact their families, organisations and communities.

<https://www.weforum.org/focus/fourth-industrial-revolution>

A programme preparing you for 4IR



JOHANNESBURG BUSINESS SCHOOL (JBS) IS PROUD TO INTRODUCE THE MANAGEMENT ACCELERATION PROGRAMME + (MAP+)

This programme has been carefully designed to develop awareness of the economic, political, social factors and technologies that affect business management in South Africa. This is the 4IR in our own environment.

MAP+ aims to prepare you for the world of the 4IR, and to position you for management and leadership in a growing business. With an intense forward-thinking focus on the opportunities and challenges of the 4IR throughout the programme, **MAP+** will covers a spread of critical disciplines and practises to build your next-level abilities.

The programme aims to broaden the perspectives of participants whose previous experience has been mainly in a particular or specialist area. It will introduce you to the broader context of the economy of tomorrow and equip you with the knowledge and practical skills to managing businesses successfully for growth in the 4IR.

In line with the innovation-driven future, **MAP+** stresses creativity. You will be encouraged to think in an integrated manner, learning to strip away preconceptions and premature conclusions and to appreciate the unexpected opportunities and the interconnectedness of the many elements of the economy that the 4IR is creating.

Recognising that the 4IR is not solely about technology, but about new modes of interaction, **MAP+** has a strong human element. You will be encouraged to debate and dialogue with your peers, to grow your skills at working with people from different backgrounds and cultures.





■ What will you learn?

The 4IR challenges us to seek value in the intersection between technology and humanity. With **MAP+**, you will be trained to face this future, with applicable and useable skills for your career journey.

- **MAP+** promotes understanding of the human aspects of business management. It will introduce you to practical strategies for designing and supervising work; organisational communication; managing change; work performance; organisation design; and managing diversity in the 4IR world of work.
- **MAP+** will assist in developing literacy in accounting for business decision making and control. It will guide you through the basic terminology and concepts of finance and accounting as it relates to business in a 4IR world: the fundamentals of financial statements; cash flow; cost management; pricing and break-even analysis; and working capital management.
- **MAP+** will introduce you to digital marketing. It will assist you in using technology to get your message and your offerings out to market. This includes market research; product strategy; promotion and price strategy; and the development and implementation of marketing plans.





■ How MAP+ will benefit you

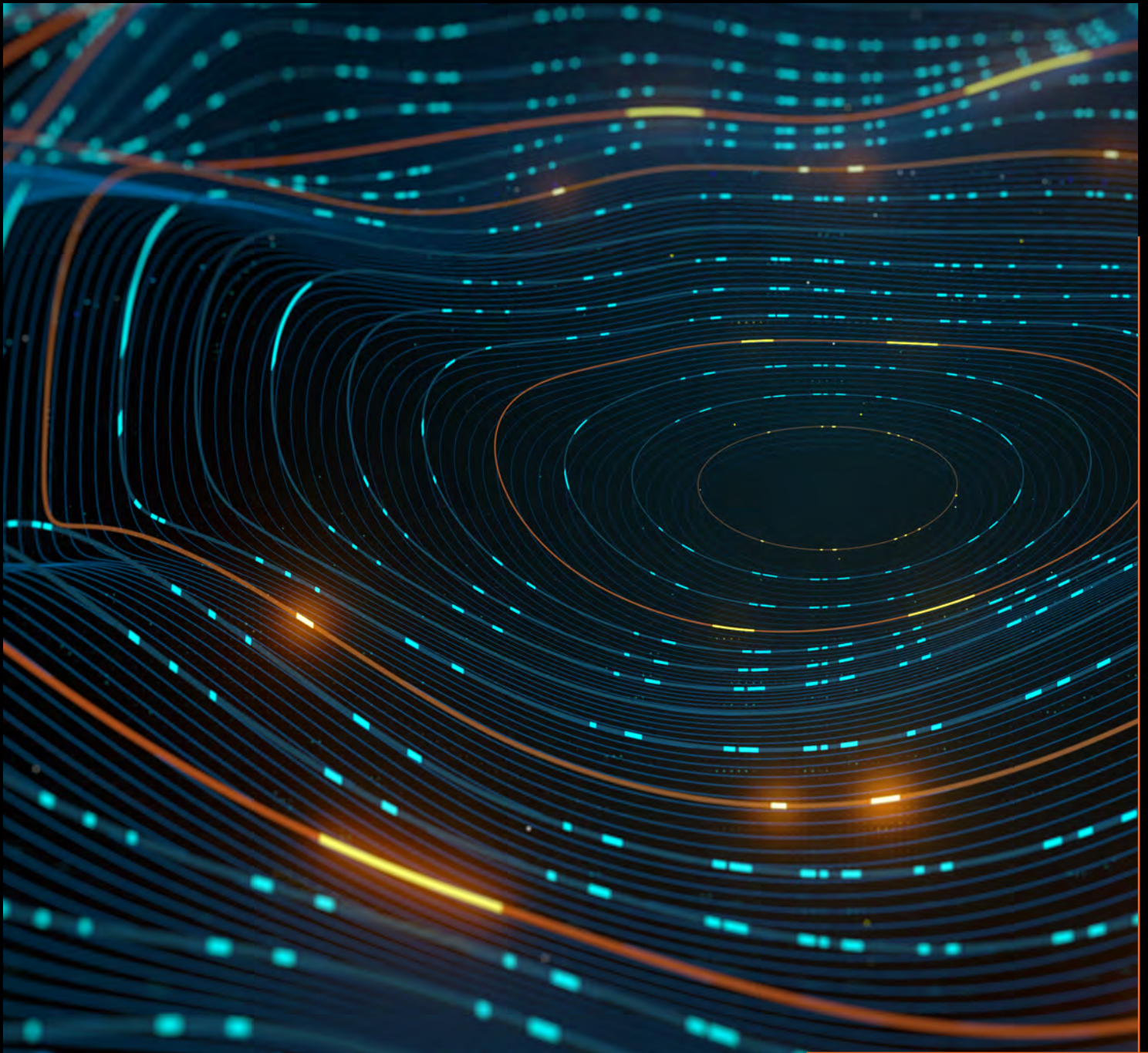
MAP+ aims for a fundamental shift in mindsets to prime you for success in the 4IR.

MAP+ is designed to help you become a manager for tomorrow's economy: instinctively innovative, geared for leadership, comfortable with change and adept at teamwork.

MAP+ is above all about instilling skills that you will bring to bear in a dynamic working environment. It is about future proofing your career.

You will emerge from this programme with an in-depth understanding of what the 4IR means for business, and how to engage successfully with it. The benefits for your career and your organisation will be incalculable.

We look forward to
accompanying you
on this exciting journey



■ Our Teaching Approach

MAP+ is designed with an outcomes-based, learner-centred approach in mind. It strives to provide you with management training that is relevant to your career.

Rather than a traditional academic programme, **MAP+** is aligned to the real world of business in the 4IR. The programme stresses developing creativity and curiosity, with a firm orientation towards coming up with solutions for the multiplicity of challenges that you will encounter, individually or in cooperation with others. You will at all times find a clear link between the classroom and your career.

To encourage peer learning, you will be assigned to a syndicate group. You will meet regularly for online discussions, to consider the material you are engaging with and to work on joint projects.

In addition, JBS offers a customised in-house **MAP+** option for corporate clients. In this format, we can offer bespoke alterations and enhancement to the programme structure and tailor the content to the specifics of your industry and set of circumstances. (These options can be discussed with the JBS Executive Education team.)

■ Professors and Lecturers



Mark J Peters
Programme Director



Wayne Moodaley
Accounting and Finance



James van der Westhuizen
Contemporary Management



Philasande Sokhela
Digital Marketing



Professor Rija Rijamampianina
People Experience and Leadership



Sipiwe Moyo
Organisational Behaviour and Change



Herman Singh
Digital Technologies



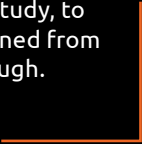
Nana Tankou
Integrated Simulation





Capstone Simulation

The capstone of the programme is a team-based simulation that is centred on solving typical challenges and opportunities of a 4IR environment. The final element of the programme, this is an exciting two-day full-time online business simulation course. You will compete with your syndicate group against others on a real time case study, to integrate the learning you have gained from the modules you have worked through.



■ Your Campus

JBS is located in Johannesburg, the hub of the financial and economic heart of Africa. We move to our brand-new green and smart campus at the start of 2022 that boasts plenty of space for safe, collaborative working.

Our state-of-the-art classrooms link our teaching to the rest of the world, while smart work areas with the latest technology are on offer to support student projects.



■ MAP+ duration and course structure

MAP+ takes place over a period of approximately five months and encompasses seven distinct courses. Each of these is carefully designed to expand your business competence for the 4IR environment:

- The Digital Leader: Personal Leadership
- Project Management
- Managing People in the Digital Era
- Transforming Accounting & Finance for the 4IR
- Pathways to Digital Transformation
- Strategic Foresight, Business Transformation & Innovation
- Models for Management Tools to engage effectively in the 4IR
- Digital Marketing in the 4IR
- Two-Day Full-Time Online Business Simulation Project

These courses are run sequentially, apart from Contemporary Management, which continues throughout the programme.

At present, **MAP+** is offered as a part-time course. The programme is designed over four study blocks and will comprise of a hybrid model, including face-to-face and online sessions.

- Face-to-face sessions will be held at the JBS campus.
- Delegates will be informed as to which sessions will be held in person or online.
- The programme schedules can be downloaded on <https://jbs.ac.za/mapp>

Note that **MAP+** is aligned to NQF level 7.





■ Teaching blocks for 2022

MAP+ will be offered in three tranches in the coming year, with the following start dates:

- 8 March 2022
- 7 June 2022

ADMISSION REQUIREMENTS

MAP+ is targeted at enhancing the careers and value-add of managers in the business world. The experience of participants is stressed, rather than their prior academic achievements. (NOTE: a degree or diploma is not a pre-requisite) To enrol, you should:

- Hold a Matric or Senior Certificate.
- Have had at least three years' work experience, preferably in management-related functions, or have recently been promoted to or been identified for a promotion to management.



■ How to apply

Complete the application form on <https://jbs.ac.za/mapp> and submit it to Carrie-Leigh Maje, carrie.maje@jbs.ac.za.

CLOSING DATE FOR APPLICATIONS

The closing date for applications is 31 January 2022.

FEES

The total fee for the part-time, Face-to-Face programme is R53 500, including VAT. This covers:

- Tuition fees
- Textbooks
- Course packs
- Examinations



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