

ILLUMINATE

INSPIRING LEADERS OF DISTINCTION WHO GO BEYOND BOUNDARIES

QUARTER 1 ISSUE | FEBRUARY 2025

A STORY OF RESILIENCE AND FORTITUDE

Dr Kudzanai
Ghavamende

An introductory note
from new SBL Advisory
Board Chairperson,
Unathi Mtya

Q&A with SBL
Academic Director,
Prof Peet Venter

Impactful
Partnerships and
Collaborations

BGA Accreditation
Reaches Final
Stages!



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CEO'S FOREWORD



Prof Pumela Msweli, PhD

Executive Dean and
CEO: GSBL

This edition celebrates 60 years of leadership in business education. SBL's mission is centred around alumni activism: "cocreating innovative business leadership education to transform society". With pride of what our alumni have achieved, and eagerness to face the digitally transformed, geopolitically entangled unknown future, we remain committed to the mission and vision of the SBL. This mission requires decisive, empowering, intuitive, ethical, creative, influential, resilient, empathetic, principled, humble yet confident leaders. The question is: what does it take to be that kind of a leader? A much harder question is, what does it take to embody transformative leadership traits in the current digitally disrupted world? This is a question with no simple answers.

I find it helpful to view leadership as a dance that requires ethics, creativity and virtuosity to be synchronistically wedded to yield public and social value.

SBL alumni have truly embodied this kind of leadership. For instance, our very own, Dr Tshepo Feela – SBL Alumni Association Chair, an influential business leader and National Planning Commissioner in President Ramaphosa's Office, invigorates us with his accomplishments. Dr Judy Dlamini, a public figure of high distinction, with an impressive scholarly pedigree, is an SBL alumnus who serves as a Chancellor of one of the top five universities in Africa – the University of the Witwatersrand. We have many more alumni of the stature and leadership calibre of Dr Feela and Dr Dlamini in Africa and beyond. We celebrate for instance, Ms Haimet Tesfaye who has kept the Ethiopian Alumni Chapter vibrant over many years. Read more about heart-warming achievements of our alumni in the Alumni Community section of this issue. We hope you will be inspired to new heights of academic achievement as you read about the doctoral journeys of Dr Kudzanai Ghavamende, Dr Sifiso Dlodla, Dr Kerry Powell, Dr Xola Qhogwana, and Dr Eshetu Adege. This issue also touches on some of our mission driven achievements in working with our partners including Burgass Free University, Bojanala Municipality, Nelson Mandela Business Chamber, NAFCOC, the Rwandan Embassy, to count but a few.

Some important news: on 30 April, in this 60th year of SBL's anniversary, we wait with bated breath the outcome of the BGA International Accreditation assessment outcome! We count on your continued support as we build SBL to be a leading business School, trusted to create leaders of distinction.

My very best wishes



Unathi Mtya

Chairperson of UNISA
Graduate School of Business
Leadership Advisory Board

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Serving on the UNISA Graduate School of Business Leadership Advisory Board with such an esteemed group of individuals from South Africa and abroad is an absolute honour and privilege.

NOTE FROM THE CHAIRPERSON

I take on this role as Chairperson at a very crucial and exciting time, as UNISA SBL celebrates 60 years of excellence in 2025. It's a time to reflect on the success of 'inspiring leaders' over the period, it's also a time to dig deep and look into innovative ways of enriching, enhancing and positioning the school as a leading global institution inspiring leaders and steering the ship of knowledge economy, such that the school remains global, relevant and world class, whilst rooted in the African continent. The collective global experience, diverse skills and wisdom of this Advisory Board will guide UNISA SBL executives on key strategic initiatives, practices and methods that will yield sustainable competitive advantage and measurable success.

Leadership education has always been a cornerstone of the school, and this is evident in UNISA SBL's unique offering. The practice of leadership just like any other has been disrupted, giving a whole new meaning to what 'future readiness' is as it relates to leading organisations and institutions at large, in a world that is constantly changing. UNISA GSBL is well poised to offer candidates an opportunity to tap on this future.

ALUMNI CHAIR'S MESSAGE

Dr Tshepo Feela

Chairperson, UNISA SBL Alumni Association



Dear Esteemed UNISA SBL Alumni,

As we emerge from the unprecedented challenges posed by the COVID-19 pandemic, we are reminded of the resilience and adaptability that define our community. The UNISA Graduate School of Business Leadership (SBL) has navigated these times with innovation and determination, and now, more than ever, we invite you to reconnect, reengage, and rejuvenate your bond with the SBL Alumni Association (AA).

Rekindling Connections

The pandemic may have paused our traditional gatherings, but it has not diminished the strength of our network. The UNISA SBL Alumni Association offers a platform to reconnect with former classmates, share experiences, and foster new professional relationships. Our online portal, UNISASBL Alumni, is designed to facilitate these interactions, providing a space for meaningful engagement and collaboration.

Embracing Excellence through BGA Accreditation

We are proud to announce that UNISA SBL is embarking on the journey towards Business Graduates Association (BGA) accreditation. This prestigious recognition is not merely a testament to the quality of our programs but also a commitment to continuous improvement and societal impact. BGA accreditation emphasizes responsible management, sustainable practices, and community engagement—values that

resonate deeply with our mission.

Your Role in Our Journey

As alumni, your involvement is crucial in this accreditation process. Your experiences, insights, and successes are a reflection of the SBL's impact and serve as powerful testimonials. By participating in accreditation-related activities, such as providing feedback, engaging in mentorship programs, and contributing to case studies, you help elevate the institution's standing and, in turn, enhance the value of your own qualifications.

Engaging in Community Development

The AA is launching a series of community development programs aimed at creating positive societal impact. These initiatives offer opportunities to apply your skills in real-world settings, collaborate with fellow alumni, and contribute to meaningful change. Whether through mentorship, pro bono consulting, or educational workshops, your participation can make a significant difference.

Benefits of Rejoining the AA

Reengaging with the Alumni Association provides numerous advantages:

- **Networking Opportunities:** Connect with a diverse group of professionals across various industries.
- **Professional Development:** Access exclusive events, workshops, and seminars designed to

enhance your skills and knowledge.

- **Stay Informed:** Receive updates on the latest developments within the SBL and the broader business community.
- **Contribute to Growth:** Play a role in shaping the future of the SBL and its impact on society.

A Call to Action

We encourage you to seize this moment to reconnect with the UNISA SBL Alumni Association. Your active participation not only enriches your personal and professional life but also strengthens the legacy of excellence that defines our

institution. Together, we can navigate the post-pandemic landscape, contribute to the BGA accreditation journey, and make a lasting impact on our communities.

Join us in this exciting new chapter. Reengage with the AA, participate in our upcoming activities, and let's continue to lead with purpose and passion.

Warm regards,

Tshepo Feela

EXECUTIVE DEVELOPMENT

PROGRAMME FOR WOMEN IN TOURISM (EDP WIT)

The EDP WIT launched in 2016 as an initiative of the National Department of Tourism to empower women and build an inclusive and sustainable tourism sector. The programme is being presented by the UNISA Graduate School of Business Leadership (SBL) in collaboration with the UNISA College of Economic and Management Sciences' Department of Applied Management.

FOR MORE INFORMATION ON THIS PROGRAMMES GO TO
<http://www.unisa.ac.za/sites/sbl/default/Programmes>





With SBL's Academic Director

PROF PEET VENTER

Q How does UNISA SBL's approach to leadership and business education set it apart from other business schools in South Africa?

A The SBL has had a focus on leadership since its inception (it is still one of the few business schools with "leadership" in the title), and more recently there is a strong focus on leadership and business in Africa. We are by our very nature a business school that can use our Open Distance Learning approach to serve future leaders wherever they are in the world, and this allows us the opportunity to be more accessible and flexible than our peers.

Q What strategies has UNISA SBL implemented to ensure its graduates are equipped to meet the demands of the rapidly evolving global business landscape?

A Our offerings are contextual, and there is a strong focus on practical application and problem-solving, which implies an integration of practical experience, practical application, and knowledge. We also use a mix of group work, which encourages collaboration and teamwork between group members, and individual work to

ensure that our graduates are capable both as team players and as individual leaders.

Q How does UNISA SBL integrate ethics and social responsibility into its business leadership curriculum?

A Business ethics, governance, and sustainability (ESG) are integrated into every course we offer in some way, either as modules or as topics in modules. We have faculty and adjunct faculty members focusing specifically on these areas.

Q How does UNISA SBL contribute to the development of leadership within Africa's private and public sectors through its programs?

A As indicated in previous answers, our focus is on contextual leadership shaped by the leader. We also believe that we are one of the few schools where business and public sector leaders rub shoulders and learn from each other. Our curricula are focused on key areas as identified from our interaction with industry and the academic community.

Q How does the school ensure that its programs

remain accessible and affordable without compromising the quality of education?

A We use a hybrid approach, combining face-to-face contact, online lectures, and online study material and activities. What we aim for is a quality education at comparatively affordable prices.

Q What role does research play in UNISA SBL's mission, particularly in advancing thought leadership in business and management in Africa?

A We (and the whole of Unisa) has a very strong focus on research, and in particular engaged scholarship, referring to research that is rooted in our constituencies (businesses and communities) and useful to practice and policy-making. Increasingly we are considering and measuring (or trying to...) the impact that we have on business, academia, civil society, and the public sector as a business school.

Q How does UNISA SBL foster diversity and inclusion within its student body and faculty?

A Diversity and inclusion in faculty is guided by the Employment Equity guidelines of Unisa. Within our student body, we have a diverse students body, and we use group work to foster collaboration and inclusion of all students. So far we have not run specific campaigns to increase diversity and inclusion, but this has evolved over time. Unisa is also very well positioned to serve students that are often excluded from mainstream education (e.g. students with disabilities or incarcerated students) and have very specific policies and procedures in this regard.

Q Can you discuss how the school's short learning programs address the specific needs of professionals at different stages of their careers?

A We have programmes at all leadership levels – entry level managers, middle management, and senior management/ executive. In addition we have a range of specialist programmes and workshops to address a broad range of disciplines and knowledge areas.

Q How does UNISA SBL maintain strong connections with industry leaders to ensure the relevance and practical application of its

programs?

A Our Advisory Board has a mix of local high level businesspeople and international academics, and each programme we develop and run is subjected to extensive input from industry, as well as regular internal review processes and external peer reviews, as required by the Council of Higher Education.

Q In what ways does the school support entrepreneurial development among its students and alumni?

A This is an area that we have not focused on much (enough?) as a school, despite the increasing importance of entrepreneurship at Unisa and the establishment of a business incubator at the university. One reason has always been that most of our students are sponsored by employers, and the focus is and has been so far on equipping our students for leading in a corporate or organisational setting. With funding from employers dwindling, we will need to address the need for more entrepreneurial offerings.

Q How does UNISA SBL measure the impact of its leadership programs on both individual graduates and the broader business community in South Africa and beyond?

A We track the progress of our alumni and their achievements in the private and public sector. We also conduct surveys from time to time to determine the impact we had on our graduates. We have embarked on extensive projects to reignite our alumni relations, and as part of this we have established alumni chapters in various areas.

Q What are the school's future goals in terms of expanding its influence and continuing to pioneer excellence in business leadership education across Africa?

A We are working towards international accreditation, increased global collaboration on the continent and within the BRICS formation, and we have a strong focus on growing our executive education offering to reach more executives across the continent.



ACADEMIC FOCUS AREAS: CODs SPEAK

The UNISA Graduate School of Business Leadership (SBL) aligns its three Post-Graduate Diplomas, two Masters and various Short-Learning programmes to three key focus areas: (1) Intra-Africa Trade and Leadership (2) Sustainable Livelihoods and (3) Digital Transformation. These focus areas enhance and set apart SBL's identity in the marketplace. The Area Heads explain below how these focus areas find expression in how students are prepared to address changes in these areas.



Professor Rabelani Dagada

Associate Professor:
ICT and Chair of Department:
Digital Transformation Unisa SBL

In some of the modules presented in SBL, lecturers use artificial intelligence (AI)-enhanced chatbots for teaching and learning purposes. These chatbots refer our students to relevant accredited journals; use models to demonstrate how concepts and principles can be implemented in a particular context; and recommend case studies to students to grasp concepts and principles.

The study conducted by ICT professor Rabelani Dagada, and published by the Southern

African Journal of Security found that some people were using generative applications (apps) such as ChatGPT, Bard, and Bing Chat unethically. These apps are highly driven by AI, big data and internet of things. In academic context, some students, locally and globally, are using these apps to write-up assignments and research projects that look convincing and genuine. This phenomenon has posed very serious challenges with regards to academic integrity. It is in this premise that UNISA has decided to craft AI policy guidelines

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For us as SBL, it is not just about protecting academic integrity, but also about instilling good ethical behaviour in our students and preparing them to navigate the ethical and social implications of digital transformation.



Professor Motsamai Molefe

Associate Professor:
Ethics and Governance and
Chair of Department: Intra-
Africa Trade and Leadership
Unisa SBL

Business education often assumes universality as a point of departure. 'Universality' assumes the global north assumptions and perspectives as the best approach to engage business education and leadership even in Africa. As much as there is a lot that we do learn from a global-north oriented business education, this approach tends to produce managers and leaders that are oblivious of their immediate contexts of operation. This is the case because textbooks and lecturers often are beholden to the global north. At the SBL, we emphasize an

approach to management and leadership that takes Africa and local contexts as a point of departure, without losing sight of the global context. Our emphasis, among others, involves developing managers and leaders that take seriously Ekasi economy (Township economies) and Intra- Africa Trade. Our business education pivots on ensuring that we produce managers and leaders of distinction that have a robust understanding of local and continental cultures, problems, constraints and opportunities.

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Professor Makgopa Tshehla

Associate Professor:
Strategic Financial Management
and Chair of Department:
Sustainable Livelihoods
Unisa SBL

In the next 5-10 years, the portfolio will be focusing on several emerging trends and challenges which include the following:

Climate Change Resilience:

Preparing students to develop strategies for communities to adapt to the impacts of climate change to ensure sustainability in operations and resource management.

Social Equity: Preparing students to focus on inclusivity in economic development, addressing income inequality, and ensuring marginalized communities have access to sustainable livelihoods.

Social Entrepreneurship:

Encouraging students to create businesses that address social issues, integrating profit with purpose to improve community livelihoods.

Stakeholder Engagement:

Highlighting the importance of involving various stakeholders, including communities and

consumers, in decision-making processes to ensure sustainable practices are inclusive and equitable.

Policy Advocacy: Preparing students to engage in policy development and advocacy that supports sustainable practices and addresses systemic challenges in livelihoods.

Community Engagement:

Building partnerships with local communities to ensure that solutions are culturally appropriate and address specific local needs.

Sustainable Finance: Preparing students to engage on the principles of sustainable investment and responsible financial practices that support long-term ecological and social sustainability.

These trends suggest a comprehensive approach to developing skills and knowledge that align with both current challenges and future opportunities in sustainable livelihoods.



WELCOME TO CLASS OF 2025

February 2025 kicked off with much fanfare and vigour as SBL welcomed the 2025 cohorts of PGD and Masters students. Diversity and talent: words that surely define the 2025 group of SBL students! Dental technicians, entrepreneurs, C-suite executives, engineers, health, safety specialists are among the careers represented. This will make for vibrant auditoriums where robust academic engagement and exchange of ideas take place. For the next two to three years, our new intakes will gain valuable skills and networks that will no doubt benefit them for many more years to come. As SBL we are thrilled to have our Class of 2025 on board and we look forward to walking this exciting journey with them!



Siyabonga Ncube

Postgraduate Diploma in Supply Chain Management

I have recently enrolled with SBL. Supply Chain Management is my area of expertise and I believe that globalisation demands that we further our studies with well-renowned, global institutions such as the SBL. I believe that SBL will take me to greater heights than I have ever thought of, having produced so many leaders in our country and on the African continent.



Nqobile Nkosi

Postgraduate Diploma in Business Administration

I am a Subject Specialist, Assessor and Coordinator. I hold a Bachelor in Education degree and an Honours in Education Management. I attained both qualifications from UNISA. I have a great interest and passion for education, and I am hoping that my knowledge and expertise will be broadened as I study through UNISA SBL. I believe in empowering the children in our country because I know that empowering them will be empowering the economy of our country. My passion is changing the narrative and ensuring access to quality teaching and learning for our generation. The reason I chose to study at SBL is because it is a leading business school in our country and as a UNISA alumna I believe that my current and future studies will be broadened. I also believe that my aspirations of being a purposeful leader will contribute to improving South Africa's basic education. I have a great passion for ensuring that our learners are equipped with a vast number of skills to enable them to become active participants in the global economy.



Jean Lombaard
Master of
Business Administration

I am a Business Analyst for an asset management company. I am doing my MBA through SBL because I think it will give me the flexibility because of my job. I chose the option to do it over three years, I believe that works better if one has a family and works full time and allows one to space things financially too. The reason why I am doing an MBA is because I want to improve my leadership skills, I also want to give back to the community and create opportunities for other people and future generations.



Lindelani Mamphaga
Postgraduate Diploma in
Project Management

I have a BCom Accounting degree and I work for a defence acquisition and procurement organisation where I support project managers in a finance role. My employer strongly encourages employees to study further and awards study bursaries to encourage further studies. My divisional head always told me that he saw great potential in me and suggested that I do a 3-day contract management course. That course sparked my interest to do more, so I did my research and found out that SBL offers one of the best Project Management courses around that can open doors for me. I want to take my studies all the way up to Masters level through the guidance of UNISA SBL.



Winny Mabuza
Master of
Business Leadership

I am from Mpumalanga and I have come to SBL to do my MBL because I want to empower myself with business leadership skills and for personal development. I think that this will play a major role in my career path. I am also doing this to encourage my children to study further until their PhD level. I am a UNISA alumni, I did both my BCom in Risk Management and BCom Honours in Business Management with UNISA, hence I am now with SBL for my Masters degree.

Partnerships & Collaborations

Vibrant partnerships and collaborations are one of the ways in which SBL ensures that it stays African-rooted and globally relevant!



Bridging Barriers: The Third International Engaged Scholarship Conference (IESC)

The third International Engaged Scholarship Conference (IESC) was held in September 2024. This collaborative event was jointly hosted by the Unisa Graduate School of Business Leadership (SBL), the University of Rwanda and the University of Botswana.

The conference, aptly themed “Bridging Barriers to Cross-Regional Trade and Technological Development Synergies in the African Continental Free Trade Agreement”, provided a robust platform for academics, policymakers, and industry leaders from local, regional and global spheres to share ideas and present peer-reviewed academic papers on various aspects of the African Continental Free Trade Agreement (AfCFTA).

Transnet MDP BBEE Programme

A partnership between Transnet and SBL resulted in 16 Transnet employees completing the Management Development Programme in Broad-

Based Black Economic Empowerment (MDP B-BBEE). The certificate ceremony, held at the Transnet Esselen Park Main Hall, was attended by SBL’s Executive Dean and CEO, Professor Pumela Msweli who also gave the SBL keynote address. The SBL delegation included Professor Makgopa Tshehla, Chair of Department for Sustainable Livelihoods, Professor Kgabo Mokgohloa, Deputy Director for Marketing and Communications along with the Marketing and Communications team, Ms Miliswa Zungu, Deputy Director for Finance Mluleki Mafuna, Head of Tuition and Learning along with Ms Cynthia Songo, Programme Delivery Manager. To accompany the graduates, the Transnet delegation comprised of Group Chief of People Management and Learning, Mr Tumi Matsheka, Group Chief Procurement Officer, Mr Vuledzani Nemukula, Group Chief Operating Officer, Mr Solly Letsoalo who also gave the Transnet keynote address. The event was ably facilitated by Ms Puleng Maseko, Head of Learning Enablement and Compliance at Transnet Academy.

Burgas Free University Delegation visits SBL

SBL gave a warm South African welcome to a delegation from Burgas Free University consisting of Prof Anna Cholakova, Mr Stamen Cholakov and Prof Hristo Pavlov. As a result of this partnership, two SBL students and one student from the College of Economic and Management Sciences will soon depart for Burgas, Bulgaria for a period of 4 months as exchange students as part of the European Union's Erasmus+ programme. Pictured here are the Burgas delegation along with SBL's Neha Purushottam, Dr. Sanele W Nhlabatsi, Colene Hind [PhD], Binganidzo Muchara, Ozias Ncube and Muziwakhe Radebe (MComPM), recently returned Erasmus+ exchange student Keneilwe Ntuane and new exchange students Palesa Mashego, Seale Malopane and Tsholofelo Baloyi.



SBL partners with NAFCOC to celebrate 60 Years of Leadership

SBL partnered with the National African Federated Chamber of Commerce and Industry (NAFCOC) and joined other distinguished organisations to sponsor the NAFCOC 60th Anniversary Celebration. As SBL celebrates its own 60-year anniversary in 2025, it is important that we recognise institutions that have walked the 60-year journey alongside SBL. While SBL has spent the last 60 years inspiring leaders of distinction who go beyond boundaries, NAFCOC has been representing black business interests across South Africa, growing to become one of the country's oldest and largest business chambers that is committed to uniting, promoting, and supporting black and small businesses.



SBL Marketing and Communications Team (from left): Mr Dumisani Kewuti, Ms Thina Gwiliza, Ms Thami Kaunda, Prof. Kgabo Mokgohloa (Deputy Director), and Mr Siyabonga Seme (UNISA KZN Communications Manager).

SBL collaborates with the High Commission of the Republic of Rwanda in South Africa.

In a much-anticipated conversation on the past, present and future of Rwanda, SBL, in partnership with the High Commission of the Republic of Rwanda in South Africa, held a thought leadership event titled "From crisis to prosperity: the story

of Rwanda" where His Excellency Emmanuel Hategeka, Rwanda's Ambassador to South Africa delivered a masterclass on Rwanda followed by a panel discussion. This event formed part of the SBL Leadership in Action thought leadership series.



Professor Motsamai Molefe, Mr Lukanyo Neer, Professor Thenjiwe Meyiwa, His Excellency Ambassador Emmanuel Hategeka, Dr Kennedy Dakile, Professor Pumela Msweli and Dr Simo Lushaba"

SHORT LEARNING PROGRAMME (2025 COHORT 1)

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ACADEMIC ACHIEVEMENTS



Dr Tosin Adeate

New post-doctoral fellow, Dr Tosin Adeate, published his co-authored article. In it, the authors explore whether “trust norms within the African moral system support data gathering for Generative AI (GenAI) development in African society” (Azeez & Adeate, 2024).

This groundbreaking article can be found at <https://doi.org/10.1017/dap.2024.67> or <https://www.cambridge.org/core/journals/data-and-policy/article/trust-norms-for-generative-ai-data-gathering-in-the-african-context/7B-8CDB90BB2AA5CFE34A5E91D-6C750CF>



Dr Sanele Nhlabatsi

Dr Sanele Nhlabatsi published the outcome of her Doctoral thesis. The Project Management Institute (PMI) published the white paper on their online platform, PM.com.

The full white paper can be found here: [navigating_project_complexity_white_paper.pdf](#).

A summary of the research can be found here: [ProjectManagement.com - Navigating Project Complexity to Build Resilience in International Development Projects](#).



Prof Motsamai Molefe

Prof Motsamai Molefe published his book, *Ubuntu Ethics: Human Dignity, Moral Perfectionism, and Needs*.

The book is available on the Routledge website at

<https://www.routledge.com/Ubuntu-Ethics-Human-Dignity-Moral-Perfectionism-and-Needs/MotsamaiMolefe/p/book/9781032846347>.

SBL KICKS OFF AABS ACCREDITATION JOURNEY



Association of African
Business Schools

The Graduate School of Business Leadership (SBL) is pleased to announce that it has been accepted as a candidate for accreditation by the Association of African Business Schools (AABS).

This is an important milestone in SBL's continuous efforts to improve the quality of its research, teaching, facilities, student and alumni experience as well as the impact that the school has on society and our continent. SBL's partnership with AABS in this continuous improvement endeavour is particularly significant because AABS accreditation is underpinned by African values and contexts (AABS Accreditation). The AABS accreditation framework aligns with SBL's vision to be the leading business school in Africa, trusted to create leaders of distinction.

The AABS accreditation process assesses institutions based on international quality standards, but within the African context. The six main focus areas of AABS accreditation are:

Relevance to the African Context, Institution, Stakeholders, Portfolio, Impact on Africa and Sustainability. The objective of AABS is to ensure that business schools reflect their support of social and economic development in Africa through their overall portfolio. One of the ways in which SBL will demonstrate alignment to this objective is in our academic focus areas which are: Intra-Africa Trade and Responsible Leadership, Sustainable Livelihoods and Digital Transformation.

Over the next 18 months or so, with the support of an accreditation mentor, SBL will engage in a self-evaluation process which will culminate in the submission of a comprehensive Self-Review Report and, shortly thereafter, an accreditation visit from the AABS Review Team.

It is the school's steadfast belief that at the end of this journey, SBL stakeholders will join us as we celebrate the achievement of being awarded AABS Accreditation!



BGA Accreditation Process Reaches Final Stages

UNISA Graduate School of Business Leadership (SBL) has reached the final stages of the BGA accreditation process. With the accreditation site visit taking place in a matter of weeks, the school is abuzz with preparations to welcome the BGA assessment panel.

SBL is an esteemed member institution and accreditation candidate of the Business Graduates Association (BGA). BGA describe themselves as “an international membership and quality assurance body of world-leading and high-potential Business Schools who share a commitment for responsible management practices and lifelong learning, and are looking to provide positive impact on their students, communities, and the economy as a whole.”

One of the markers of institutional agility is the ability to pivot in the face of sudden change. The ability to be agile in the face of unexpected change has never been more critical than with the advent of Covid-19. Failure to pivot has literally resulted in organisations perishing due to institutional inertia in responding to change. In the aftermath of having to pause the AMBA accreditation process, SBL opted to apply for accreditation with the Business

Graduates Association (BGA), an accreditation body which is closely associated with AMBA. The decision was centred around demonstrating agility through leveraging the considerable foundation (by way of data collection) already laid during the AMBA accreditation process.

BGA exists alongside AMBA in taking business schools through a consultative, developmental process which ultimately culminates in full school accreditation. They consider everything that is connected to the business school. However, the process focused on measurable impact over a period of time. Business schools wishing to apply for BGA accreditation are required to use the Continuous Impact Model (CIM) to develop a unique range of metrics by which the school can monitor and measure impact and ultimately be evaluated on. Centred around six key dimensions, namely, (i) Intent which refers to the school’s mission and objectives, (ii) Graduate achievement which deals with successes made by graduates due to the school’s educational programmes, (iii) Value creation which is the measurable value a school is creating for itself and its primary stakeholders, (iv) Scholarship being the intellectual knowledge offered by the school, (v) Ecosystem which refers to the partnerships and collaborations with other institutions and lastly,

(vi) Society which are the contributions offered by the school to support its community. The metrics are used to evaluate a business school's increasing impact on students, graduates and the communities within which it operates.

The potential benefits that BGA accreditation promises for the SBL as an institution will have a long-lasting effect. In addition, SBL's membership with BGA already affords SBL students and alumni a number of benefits.

To learn more about the Business Graduates Association, please visit the BGA website.



**Business Graduates Association | BGA
Accreditation | AMBA-BGA**

www.amba-bga.com

To view membership benefits and register, visit the BGA Students and Graduates Benefits site



BGA Student and Graduate Membership

www.amba-bga.com



POST GRADUATE DIPLOMA IN BUSINESS ADMINISTRATION



Gain the necessary competencies to analyse, synthesise and apply relevant information in business organisations for purposes of decision-making and decision implementation.

The Postgraduate Diploma in Business Administration (PGD BA) offered by the SBL is presented in two tracks: Track one is a structured one-year programme. Track two is an extended programme offered over two years. Students may choose to register for either track one or track two, depending on their individual needs

MORE INFO

FOR MORE INFORMATION
ON THIS PROGRAMME VISIT
<http://www.unisa.ac.za/sites/sbl/default/Programmes>



WELCOME TO THE

ALUMNI

COMMUNITY

The 2024 Spring Graduations held in September and October saw new members joining our alumni community. We took some time to learn more about their academic journeys on their way to graduating and becoming proud SBL alumni. The stories told below not only describe growth, transformation and resilience, they also demonstrate SBL's commitment to creating **leaders of distinction who go beyond boundaries** to achieve their goals



Pretty Gugulethu Mnyandu

Pursuing a PGDBA has been a transformative journey that has broadened my perspective on leadership and personal development. Throughout this experience I have gained a deeper understanding of core management which have equipped me with analytical and problem-solving skills necessary to navigate today's business environment.

From the beginning, this journey has challenged me to think critically, step outside of my comfort zone, and expand my understanding of business leadership and finance. Through various leadership development modules, I was able to cultivate a leadership style grounded in empathy, resilience and forward-thinking vision. I learned that successful leadership is not only about achieving results but also about fostering an environment where others can thrive and contribute meaningfully. The program also helped me understand the importance of creating sustainable value for both companies and society – i.e. Ubuntu imperatives for organisations.

One of the most valuable aspects of my journey has been an opportunity to work alongside the incredibly diverse group of peers, each bringing unique perspective from different industries, cultures and backgrounds. I feel equipped with the skills, knowledge and confidence to take on new challenges. This journey has not only sharpened my business acumen but also instilled in me confidence to lead and make a meaningful impact in the corporate world.



Mapiti Mateo Shai

During my journey toward earning a PostGraduate Diploma in Business Administration, I faced a mix of excitement and challenges. The program started with a rigorous orientation, where I met my diverse cohort—professionals from various backgrounds, each bringing unique perspectives to discussions.

The coursework was intense. I vividly remember late nights spent poring over case studies and writing up assignments. One memorable project involved analyzing a local business' business model, which taught me invaluable lessons about entrepreneurship and innovation. Collaborating with classmates on this project fostered strong friendships and a network that would last well beyond the program.

As graduation approached, the anticipation grew. On the day of the ceremony, as I donned my cap and gown, the atmosphere was electric. The moment I walked across the stage to receive my diploma was surreal—pride, relief, and joy all rolled into one.

Looking back, the experience not only enhanced my business acumen but also shaped me personally, helping me grow into a more confident and capable professional. Graduation wasn't just an end; it marked the beginning of new opportunities and lifelong connections.



Dr Xola Bradley Qhogwana

Self-development and a bit of curiosity sparked my journey towards the DBL, which began in 2020. My rural upbringing, which instilled in me resilience and perseverance, also played a significant role. Further inspiration was drawn from the natural world, especially from animals as small as the chicken and the symbolism of the egg. The breaking of an egg can represent either the beginning or the end of life, depending on how it is broken. If it's broken by an external force (e.g., kitchen utensils), life ends; but if it's broken from within (e.g., by a chick), life begins. For growth and transformation to occur, there must be breaking. Since my moulding was inward-focused, I didn't allow external forces to shatter my goals and ambitions.

My dissertation titled "The Empirical Modelling of Corporate Diversity, Innovation, and Company Performance," offers a model through which corporate diversity can be applied to company performance with the mediation of innovation culture. Although the study was conducted within the automotive industry, the model provides valuable insights that can be applied across various sectors in the South African context, guiding organisations on how to enhance company performance and secure a competitive advantage.



Dr Eshetu Chalachew Adege

My DBL story is simple. It all started with the realization that in order to have a successful career as a researcher, I need a DBL degree! Having graduated, I look back on everything that happened. The incidence and outspread of the COVID-19 epidemic worldwide, specifically in my country, was regulated by the state administration as a nationwide state of emergency that partly prohibited the mobility of people. Thus, it was a horribly tough occasion which had an impact on my studies and caused the delay of my thesis. Finally, I am Dr. Eshetu Chalachew Adege. My DBL journey was long and tough, but I don't regret a thing. I celebrate the completion of my DBL degree. From this day onwards a new lesson starts and marks the beginning of a new journey.



DR KUDZANAI GHAVAMENDE

A Story of Resilience and Fortitude

Thousands of people have walked the legendary stage at UNISA's ZK Matthews Hall to receive their degrees. Thousands more would agree that, the moment is filled with immense pride, a sense of achievement and humbling gratitude for both the graduand and their loved ones cheering from the audience seats. In these euphoric moments, it might seem as though the challenges experienced leading to this moment are best forgotten. After all, why dwell on the negative when this epic moment is living proof that one has overcome all challenges? The answer, dear reader, is that it is in these stories of adversity that inspiration, motivation and a reminder of the resilience of the human spirit are found.

One such story is that of Dr Kudzanai Ghavamende who walked the stage in her red gown and was conferred a Doctor of Business Leadership (DBL) degree on October 11, 2024. Born on 11 November 1970 in Chipinge, Zimbabwe, Dr Kudzanai is a fifth child from a family of twelve. Dr Kudzanai is a widow who was married to the late Dr Richard Gavhumende, a veterinarian, and she is a mother to two children, Nomathemba and Themba. She did her high school at a rural upper-top secondary school from Form One to Four. Despite the pressures of being a rural girl child, having to balance school and several home chores daily, she achieved first place in Form Four. She was then enrolled at Mt Selinda High School, the only school that was available for advanced level studies during the late 80s. Upon passing her advanced level, she was accepted at the University of Zimbabwe in 1991 to study for a Bachelor of Science Economics Honours degree, which she successfully completed in 1993. She furthered her academic career and attained

“I am someone who is resilient and perseveres despite adversities of life, one who is always focused towards the goal in order to achieve the ultimate academic success, a Doctorate. I am a problem solver, a time manager, one who sacrifices her time and other resources to achieve something and for the benefit of others.

a Master of Business Administration degree in 2008 with the University of Zimbabwe. She also did professional diplomas with the Institute of Chartered Secretaries and Administrators of Zimbabwe (CIS) and Institute of Bankers of Zimbabwe, which she finished in 2001 and 2004 respectively.

Dr Kudzanai's professional experience can be summarised as follows:

- General Manager with Taroth-Fin Services Limited, Zambia (current position);
- Served as Audit Chair with Christian Care Board of Directors;
- Loans Portfolio Manager with Taroth Investments Private Limited, Zimbabwe;
- Finance and Administration Manager with Women's Round Table, Zimbabwe;
- Credit and Investment analyst with Social Development Fund, Zimbabwe;
- Advanced Level Economics teacher with the Ministry of Education and Culture, Zimbabwe.

The professional experience outlined above gave Dr Kudzanai the skills required in dealing with micro-credit provision to the under-privileged and the vulnerable in society, such as the low income, women, youths and the disabled. This experience and professional interest led Dr Kudzanai to enrol for the DBL with a research focus on microfinance and women-owned small and medium sized enterprises. Her ultimate goal for doing the DBL – besides fulfilling her self-actualisation need through attaining the status of being called a Doctor – was to offer solutions and impart knowledge to the credit and finance industry and the academic world through lecturing, supervising dissertations and theses. What Dr Kudzanai had not bargained for were the challenges that would soon beset her in her DBL journey.

As a widow raising two children single-handedly, with its attendant challenges in the African context especially, Dr Kudzanai was already no stranger to adversity when she enrolled for her DBL. She was also providing for other dependants in the family, managing the construction of her house

and running her microfinance business. However, nothing could have prepared her for what was still to come.

She developed cataracts in both her eyes which severely affected her eyesight. Surgery was the only solution, but funding the surgery proved to be the first hurdle that needed to be overcome. Dr Kudzanai was compelled to sell one of her properties in order to raise funds for the surgery. The availability of funds for the surgery provided emotional relief, however physical healing took longer. In 2019 she was forced to stop her DBL studies because her eyes could not tolerate the light from her laptop. In 2020 she was severely impacted by Covid-19. These events resulted in two years of no studies which delayed her goal of finishing her studies earlier.

During the same period, Dr Kudzanai also experienced adverse economic challenges due to failed monetary policies that affected her business, leading to her going bankrupt. Her daughter was at a university in China at that time and the fees were hard to come by. This led her to borrow money from friends and relatives to fund her daughter's studies until she finished in 2021. Meanwhile, her son was in his advanced-level studies and needing his fees to be paid too. Her son was further diagnosed with epilepsy, so Dr Kudzanai had to borrow more money to pay for his medical bills in South Africa.

During these tumultuous times, Dr Kudzanai leaned on her children and her young sister for support. They kept reminding her to remain positive and not to quit even as she struggled to find a balance between her health, finances, a failing business and parental demands. In addition, feedback from her supervisor and the examiners added more stress as there were instances where she felt that the information needed to address their comments was hard to come by. However, her DBL supervisor, Professor Makgopa Tshehla, was also one of the people who encouraged her not to quit whenever the going got tough. Whenever she missed an agreed deadline, Professor Tshehla would remind her to book a session to call him and would guide her on some aspects that he felt she

might not have understood clearly. Dr Kudzanai also received support from the SBL librarians, the DBL administrator, her colleagues and her Ghanaian degree mates, who kept her motivated as they graduated earlier than her.

A big part of Dr Kudzanai's life is her faith in God. She remembers that whenever she felt overwhelmed with supervisor and examiners' comments to be addressed, with no direction to take, she could pray to God for knowledge and guidance. With this spiritual help, she was surprised to have made it at the last minute. She gives glory to God and acknowledges that *"the attainment of such a milestone was not by my own might nor by power but by the spirit of the Lord"*. She further states: *"I have learnt that whatever God has destined and purposed you to be, it shall come to pass at His own time and at His own will, while remaining prayerful. This mentality has shown in me a virtue of faith in God and my total reliance on God has made me to make it throughout the journey"*.

Now that she has reached the light at the end of the tunnel, Dr Kudzanai reflects on her journey. She has gained the ability to balance her social (family), spiritual, academic and professional life as a single mother, believer, student and a professional. She advises anyone who is studying while facing life challenges to never quit and to stay focused on whatever one has started; to lean on their faith as a source of strength; to learn to connect and interact with peers for information and knowledge; to be humble and respect those who are above them, such as supervisors and examiners – "they are not there to criticise you, but to shape you into a new person who is full of knowledge and who will be a doctor one day".

Going forward, Dr Kudzanai Gavhamende's plans and aspirations are to impact knowledge professionally and academically through different structures at her disposal, such as workshops and conferences at universities and colleges.



DIPLOMA IN PROJECT MANAGEMENT

The Post-Graduate Diploma in Project Management intends to develop your ability to apply project management competencies in workplace situations within PBOs (project-based organisations) and non-PBOs across all industries and sectors.

MORE INFO

FOR MORE INFORMATION
ON THIS PROGRAMME VISIT
<http://www.unisa.ac.za/sites/sbl/default/Programmes>



ALUMINI SPOTLIGHT

MAUDLEY MABOKELA

Executive Head: National Field Operations
Managed Services Vodacom



Maudley Mabokela is a highly accomplished Telecommunications professional with an impressive background and extensive experience in the industry.

Maudley has been in the Telecommunications industry for a solid 19 years. She has worked for multinational organisations, including Telecommunications vendors (Motorola, Nokia Siemens Networks and Huawei Technologies) and Mobile Network Operators (Vodacom and MTN). Her business acumen, technical expertise and extensive industry knowledge have established her as a distinguished professional in the Telecommunications industry. In her current role as Executive Head of National Field Operations Managed Services at Vodacom, Maudley oversees the management of national network operations and the improvement of end-to-end field maintenance service delivery for both passive and active networks. Her responsibilities include maintaining a strategic focus while implementing strategies to improve field maintenance effectiveness and efficiency, ultimately optimising network availability, service quality assurance and optimum customer experience in collaboration with regional teams. Maudley also possesses a strong background in Radio Frequency Planning and optimisation, mobile network rollout and technology upgrades, network service marketing, project management and network operations.

Maudley's educational qualifications include a Master of Business Leadership (MBL) from UNISA School of Business Leadership, a B-Tech in Electrical Engineering from UNISA,

a National Diploma in Electrical Engineering from the University of Johannesburg and an Associate's Certificate in Project Management from The George Washington University District of Columbia (DC). Additionally, she holds a certificate in Artificial Intelligence from University Johannesburg and certificates in various fields.

She is dedicated to knowledge sharing and mentorship, particularly for women in Science, Technology, Engineering and Mathematics (STEM) fields. Maudley has received several accolades, including the VSA Technology Hackathon Winner for exceptional performance, innovative thinking, technical skills and dedication; the Vodacom CEO award for Excellent Network Expansion team; Vodacom Technology Division for contribution of significant LTE site rollout project and The Best Engineer in training for outstanding contribution to Motorola Southern Africa region.

Beyond her professional achievements, Maudley has an intrepid spirit and has explored various thrilling activities, including skydiving, microlight flights, sandboarding, parasailing, sea-walking, shark cage diving, snorkelling, jet-skiing and hot-air balloon safaris.

Maudley is inspired by Oprah Winfrey's quote which resonates with her values and has guided her journey: "My life's goal is to be of service to a greater good. Wherever that true calling takes me, I've always been willing to go."

THE DOCTORAL GRADUATES' STORY

By: Dr Sifiso Dludla and Dr Kerry Powell

Dr Sifiso Dludla (SD) and Dr Kerry Powell (KP) are among the 2023 doctoral graduates from the UNISA's Graduate School of Business Leadership (SBL). In this brief narrative, the two SBL graduates share their life-changing story serving as a brief guide for potential doctoral students as well as those who have already embarked on this fulfilling journey.

Our doctoral journey began with a letter from UNISA saying, 'we are pleased to inform you that you have been offered admission into our Doctor of Business Leadership programme (DBL). We trust that you will find the period of your study here interesting, rewarding, and fruitful'. Several years later, which felt a lot longer than several years, we received letters from UNISA, saying 'I have pleasure in informing you that your thesis has been accepted for the degree of Doctor of Business Leadership, which will be awarded to you on a date to be confirmed by our Graduations division'.

Reflecting on when we received the doctoral degree completion letters, neither of us knew whether to cry, jump or climb on a street lamp pole and tell the whole neighborhood. For both of us a strong motivating factor was the mental images of walking on the graduation stage wearing that hard-to-get red gown. Yes, the journey was interesting, rewarding and fruitful. However, it took longer than we expected and was harder than we expected, but absolutely worth it! We encourage aspiring doctoral students to take that first step and join this community contributing



to new knowledge. Our planet continually needs new knowledge, solutions and sustainability.

Of course, what is central in this narrative piece is sharing snippets of our journey between enrolment and graduation. Choosing a study topic is one of the elements that can often be taken for granted by an aspiring student. This is however critical, and can be a deciding factor in when a supervisor is allocated to you. One of us (SD) was allocated a supervisor in May of the first year, leaving only five months to finish the research proposal. Another issue about the study topic is that it is likely to evolve over the years of your journey. So while staying focused is critical, do not get fixated on your topic too much. However, the study topic that appears in your final thesis is critical as it reflects the central hallmark of your thesis. We initially battled each time a word or two was chopped or replaced from the topic, but after calm and critical reflections we would discern the value of an improved study title. As is postulated by many scholars, the epistemological approach of your study influences how your study title is written. KP developed a measure and SD developed a framework, which were reflected in the respective titles of their studies.

You will regularly be told about contribution to knowledge and practice. This is something you need to keep in mind as you plan your research project because later in your journey, you may feel you have presented good findings of your study, but the experts may ask you, 'so what'? Research findings that are disconnected from the real world will not be embraced by managers and the broader society in general. When SD was conducting the research interviews and KP the IQA focus group sessions, managers regularly stated that they were looking forward to reading the findings. Classic work (viz, Whetten 1989; Bacharach 1989; Meredith, 1993), and contemporary work (viz, Makadok, Burton and Barney, 2018) have been published, providing guidance to various ways of theoretical contribution. This is critical in your work addressing the gap/s in the body of knowledge. SD had an emotional and bumpy road for a major part of year 2019, when the theory or

theoretical angle he had chosen was not fitting properly with his study. Remember, you are going to find academics who are subject experts at the SBL. We were and so will you, be expected to exhaust literature in your focus area so that you are clear about what other researchers have done. So when you have to change your study's theory or a theoretical angle on the way, it is months of long hours of literature mining on the new theory, and this can easily add a whole year into your journey. This happened to SD who was told to come back and present to a colloquium a refined literature review work the following year. When SD felt ready to present the refined work, the COVID-19 pandemic surfaced out of nowhere and disrupted his plans – threatening to add another year in his journey. The doctoral journey can be hindered by all sorts of other unexpected personal challenges as well.

Sometimes one can think the extant literature is only for the study area or topic, yet a wide and deep understanding of research methodology with various research designs is critically important. Both SD and KP employed mixed methods research approaches, albeit with different designs. A mixed methods approach requires more reading and by default contributes to your study taking longer. Remember you are working on two research methodological and even ontological traditions. Research ethical clearances and site permits can also be complicated due to various data collection techniques. It took a whole year for SD and KP to complete the two sequentially designed phases of data collection. Daunting and tedious as it may seem, mixed methods, we would argue, provides a full picture of the phenomenon. For example, we can further argue that there is more validity and accuracy on data collection instrument that is developed through exploratory mixed methods designs. Many scholars have also extolled the complementarity of the two methods in one study.

The data collection phase requires resilience similar to that of camels in a desert. Most people are not interested in your research invitations, so they will ignore your e-mails – especially these days of cyber-scams. This is not an exaggeration,

but we sent many invitations to participants and respondents. However, we both collected sufficient data samples, and these data sets are the pillars in terms of our studies' originality. A DBL is a doctoral project that is expected to provide solutions and or recommendations for practitioners and leaders in various sectors, so empirical data is critical. The data analysis and interpretation can be exhausting but extremely enlightening. This is where our respective levels of subject-matter expertise were enhanced. In addition, this is where your conceptual or theoretical framework becomes a vital heuristic. A quick hint on theorizing, doctoral students are encouraged to read and possibly tap into social theoretical perspectives when theorizing on their empirical work.

As the chapters evolved into thesis documents with over three hundred pages, it was critical for us to summarize the essence of our work in a 40 minute final presentation at the SBL colloquia. This is one of the 'do or die' moments, but it is extremely exciting to get congratulations from the academic panel of scholars. A daunting phase of what seems like endless corrections of the hundreds of pages, in an iterative process between the supervisors and editors, culminates into your final examinable product. The wait of a few months is replete with anxiety, and when the examiners' reports finally arrive in your e-mail you suddenly don't want to open them. When you finally have the courage to read the reports, you find praises and criticism, with an overall indication that you have done well enough for a doctoral level, but corrections need to be done and another wait for the university's final verdict which will come in the form of an official letter stating that the thesis has been accepted for the DBL degree. One starts to selectively share the phenomenal news with family and friends, but the final moment of walking on stage in that red gown is the most fulfilling and greatest landmark in one's doctoral journey, and UNISA rose to the occasion in presenting a world-class recognition of our achievements at the graduation ceremony.

Kerryn Powell holds a Doctor of Business Leadership degree, from the School of Business Leadership at the University of South Africa. Her findings show that Ubuntu in an organisational leadership context can be measured in a reliable and valid manner in the South African multicultural and diverse organisational context. In addition, the findings are optimistic in stimulating future empirical research around the measure and assessing how organisational Ubuntu leadership affects positive organisational behaviour.

Sifiso Dlodla holds a Doctor of Business Leadership degree, from the School of Business Leadership at the University of South Africa. His thesis was on support service strategy, and his findings produced a support service typology of critical resources, describing their combinations and value effect in the co-creation and value-tension within the service ecosystem. Furthermore, the findings produced a framework for support service strategy. His research interests include; service strategy, support service strategy, higher education leadership, student affairs leadership and strategy.

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ALUMNI GIVING BACK

SBL is always proud and honoured when dynamic alumni who are making an impact in their professional space spend time on our campus, share their expertise with us and inspire current SBL students who are embarking on their study journeys.



Mr. Sinaye Mgolombane, an Advanced Project Management alumnus from SBL, credits retired Professor PD Rwelamila and lecturer Mr. Adrian Sparrius for shaping his career in project management. A qualified environmentalist, he leveraged the SBL program as a springboard to earn his MBA.

Currently, he chairs the Project Management South Africa (PMSA) board and serves as a judge for the SA Project Management Office (SA PMO) Awards. Recently, he delivered a talk, The State of Project Management in South Africa, to the Postgraduate Diploma in Project Management Class of 2025, highlighting PMSA's efforts to address industry challenges for project professionals, corporates, and service providers.

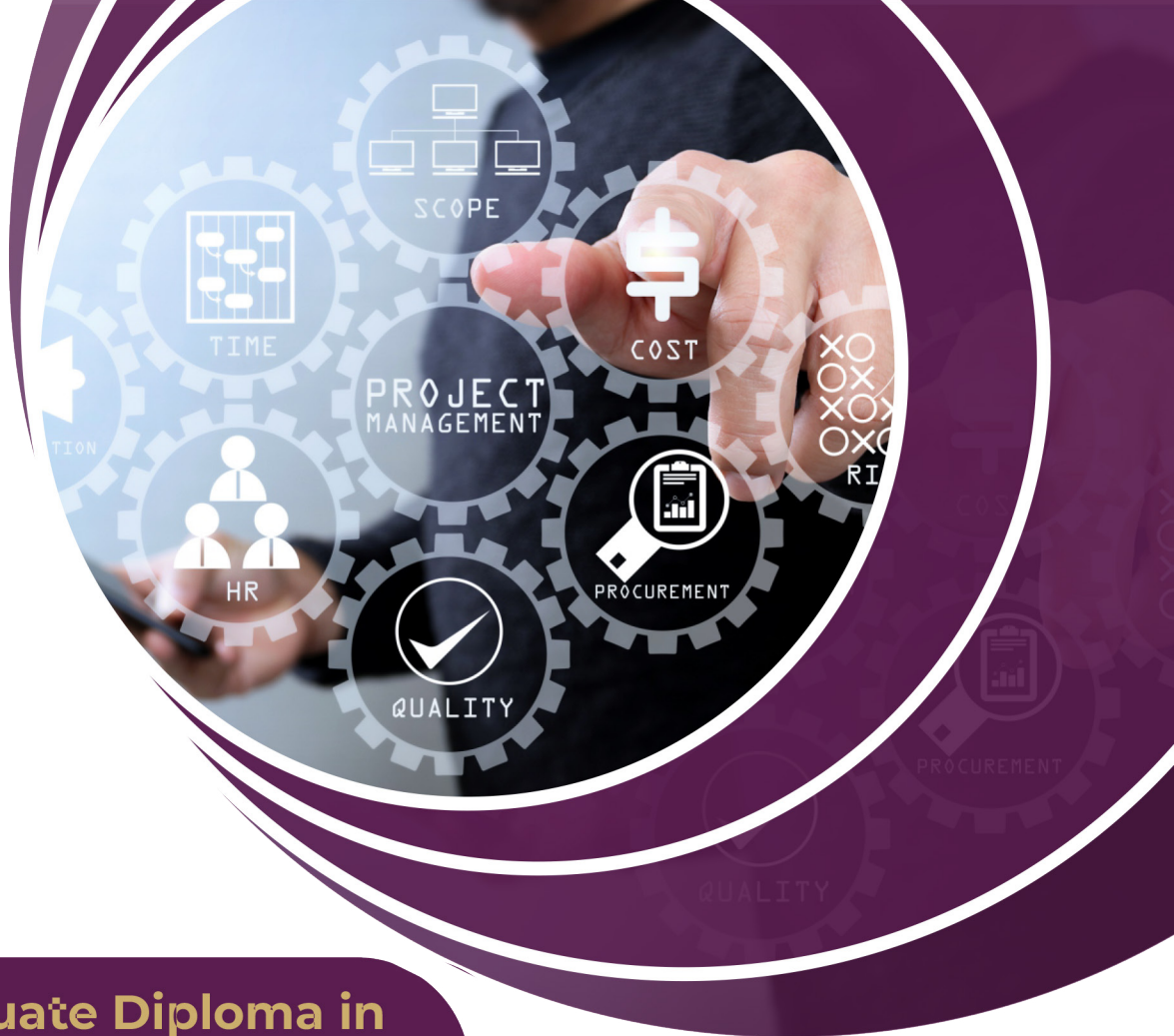


Impact and lifelong learning are displayed in living colour as Dr Tamu Dube, MBL and DBL alumnus, gives the keynote address at the MBA/MBL study school.

Dr Tamu with Professor Peet Venter who was his supervisor when he first enrolled for the Master of Business Leadership degree at SBL in 2002, and who later became his supervisor when he enrolled for the Doctor of Business Leadership degree and guided him to the successful completion of his qualification.



Our alumni are always welcome to visit SBL, spend time on campus and participate in any event taking place on the day, as demonstrated by Mr Andries Nkome, MBL alumni, who participated in the SBL Wellness Day with much enthusiasm and vigour. For his gallant efforts, Adv Nkome earned a much-coveted SBL Wellness Day participation medal!



Post-Graduate Diploma in Project Management

NQF Level of Qualification: 8

Are you a professional currently working or looking to work in the field of project management?

Are you looking to take the next step in your career?

The Post-Graduate Diploma in Project Management intends to develop your ability to apply project management competencies in workplace situations within PBOs (project-based organisations) and non-PBOs across all industries and sectors.

It focuses on application that relates to decision-making, resolving problems and interacting in a project, programme or portfolio leadership style by unlocking the talents and establishing vital project, programme and portfolio management competencies in others.

Elevate your knowledge of project management and open the doors to exciting opportunities in various industries and sectors. In addition, you could proceed to a Master's degree in Project Management, Business Administration or Business Leadership.

The Postgraduate Diploma in Project Management (PGD PM) offered by the SBL is presented in two tracks: Track one is a structured one-year programme. Track two is an extended programme offered over two years. Students may choose to register for either track one or track two, depending on their individual needs.

OUR PLACE IN THE SUN

Visibility, relevance and societal impact are the key objectives that provide direction as we find our place in the sun. Our objective is to ensure that our brand is visible, our engagements are relevant, and our marketing efforts derive positive outcomes. We highlight a few of SBL's thought leadership and targeted marketing initiatives aimed at increasing visibility, engaging in relevant conversations and contributing to positive societal impact.

Thought Leadership Series

SBL Hosts Inaugural Business Hub Seminar

In a commendable display of corporate citizenship and thought leadership, SBL hosted a business hub seminar. The event was designed to demonstrate how the SBL can support and mentor small business enterprises. It was well attended by a diverse group of stakeholders, including alumni, entrepreneurs, business partners, and the broader UNISA community.

The seminar featured robust and engaging discussions around how SBL, in collaboration with the College of Economic and Management Sciences, intends to provide small businesses with access to expertise, resources and mentorship. The support will not only assist in starting and growing small businesses but also ensure their long-term sustainability. This inter-

college collaboration combines 40 years of collective experience in teaching, research and industry across the fields of strategy, innovation, marketing, and entrepreneurship.



Dr Colene Hind addresses a packed auditorium as she launches the SBL Business Hub seminar.

Public Lecture and Book Launch: Prof Lumkile Wiseman Nkuhlu

The SBL Thought Leadership series featured a public lecture and the launch of Prof Wiseman Nkuhlu's latest book, titled "Purposeful Leadership for Africa in the 21st Century"

Professor Wiseman Nkuhlu's motivation to write a book on purposeful leadership was borne out of a need to understand why present-day Africa is comparatively less developed than the rest of the world, whereas there exists a history of great African leadership in the past.

"The reason African countries are underdeveloped in comparison to other countries is because Africa has never intentionally devised a strategy to close the development gap, after the great empires fell. The rise of the Asian countries is proof that it is indeed possible to close the gap of development after a period of underdevelopment.

The key is in prioritising science and technology. Ethical leadership is also critical in purposeful leadership" - Professor Wiseman Nkuhlu.



Professor Wiseman Nkuhlu giving a public lecture to an engaged audience.

Public Lecture and Book Launch: Dr Simo Lushaba

The SBL Thought Leadership series featured a Public Lecture and Book Launch of Dr Simo Lushaba's latest work, High Impact Leadership & Longevity. This distinguished event celebrated the launch of a compelling book that explores the essence of high-impact leadership in today's fast-paced world.

Dr Lushaba presented a transformative blueprint for leaders seeking to create lasting influence, drive innovation, and cultivate a legacy of excellence. "High Impact Leadership & Longevity" is more than just a leadership manual, it's a call to action for those who aspire to lead with influence, create lasting impact, and build a legacy of excellence. Dr Lushaba unpacked the pillars of servant leadership, innovation, trust, and results-driven action, equipping leaders with the tools to inspire loyalty, empower teams, and transform organisations.



Dr Simo Lushaba

TARGETED MARKETING ENGAGEMENTS

Nelson Mandela Bay

Business Chamber

SBL Executive Dean and CEO Professor Pumela Msweli, delivered the keynote address under the theme "Intra-Africa Trade Opportunities for SMEs: AfCFTA Context" at a stakeholder engagement evening in collaboration with the Nelson Mandela Bay Business Chamber (NMBBC).

As part of her address, Professor Msweli also presented the diverse range of formal degree programmes, short learning programmes and workshops offered by the Graduate School of Business Leadership, all designed to empower professionals and businesses.

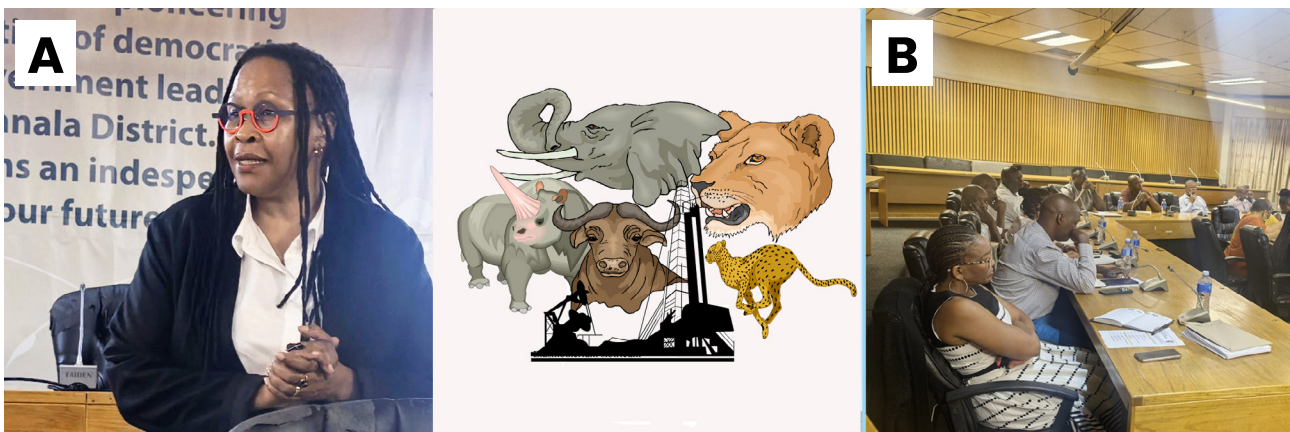


Prof Motsamai Molefe, Chair of Department: Intra-Africa Trade and Responsible Leadership, Prof Kgabo Mokgohloa, Deputy Director: SBL Marketing and Communications, Dr Olwethu Sipuka, Unisa Dean of Students and Mr Mluleki Mafuna, SBL Head of Tuition and Learning.

Bojanala Platinum District Municipality

SBL engaged with the Bojanala Platinum District Municipality wherein Professor Pumela Msweli, SBL Executive Dean and CEO, along with her team, travelled to Rustenburg to meet with the municipality to present and promote their formal and executive education programs. This initiative was aimed at not only strengthening ties with the municipality, but also at opening doors for upskilling local leaders, such as councillors. It's a promising opportunity to position the SBL while also reinforcing the value of education in local leadership development.

Image A: Professor Pumela Msweli, Executive Dean and CEO, addresses members of the municipality
Image B: Members of the municipality listen as Prof Msweli gives an address



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