



***Pioneering the MBA in South Africa:
The University of Pretoria: Innovation in the
dynamics of business leadership from 1949
to GIBS***

**ERSA Research Workshop 30/7/2010
Elize van Eeden
Vaal Triangle Campus, NWU – Vanderbijlpark)**

OUTLINE

- Time and context;
- New educational waves to serve progress and enterprise in society;
- Did theory and practice “meet”?;
- A 2nd pioneering phase;
- Conclusion.

Time and context

**War, Education, Economy &
Politics, 1902-1945**

A prerequisite for leadership...

Seems to be: Health – and the energy that emanates from it.. But a perfect body is not essential. A great mind can control a weak body...

Theodore Roosevelt was a physically challenged man, Julius Caesar suffered from epilepsy and Napoleon Bonaparte from ulcers. Fat or thin does not matter....more important than a healthy body is a healthy view of life. The basic mistake of our modern capitalistic state is not inefficiency, as in the unfree world – but cynism. The cynic is no leader...

Good leaders are enthusiasts...

The late Dr Anton Rupert, former alumnus of the Faculty of Economic and Management Sciences, UP and declared as Tukkies of the Century, 1916-2006. He presented a first lecture, titled "Leierskap vir die toekoms"/Leadership for the future" within the program of the Institute of Business Administration/Instituut vir Bedryfsadministrasie in 1965)



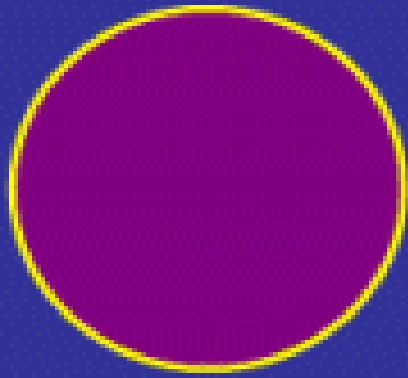
New educational waves to serve progress and enterprise in society

Enthusiastic leadership ...and the right timing:

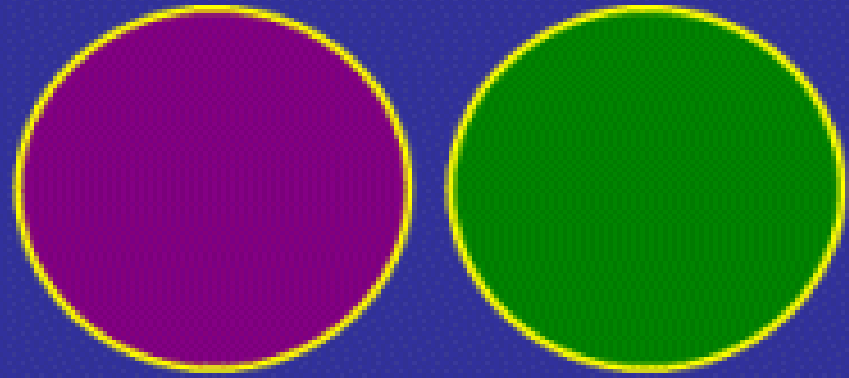
- ...Leadership; vision; quality control through enterprise

“Constraints” (in the eyes of the beholder...)

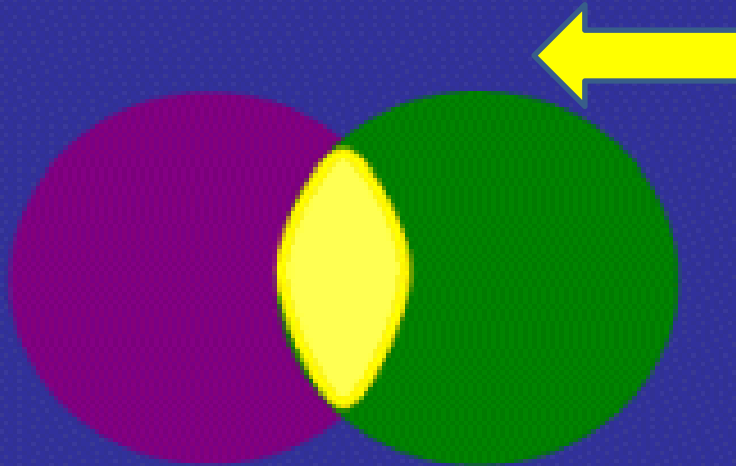
- Competition vs cooperation;
- Educational vs Economic needs



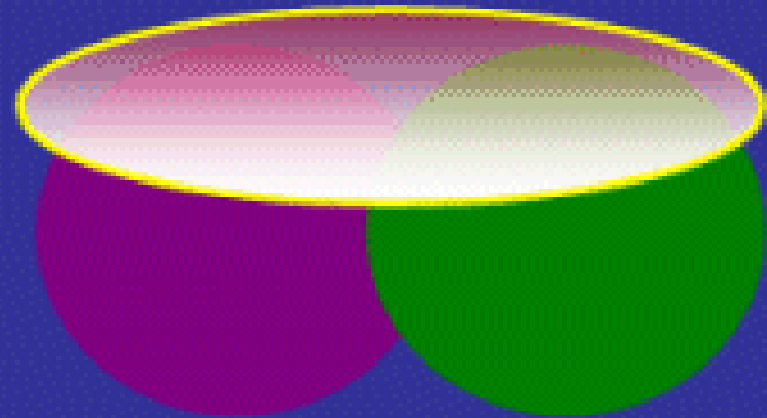
Disciplinary



Multidisciplinary



Interdisciplinary



Transdisciplinary



"I'M ON THE VERGE OF A MAJOR BREAKTHROUGH,
BUT I'M ALSO AT THAT POINT WHERE CHEMISTRY
LEAVES OFF AND PHYSICS BEGINS, SO I'LL HAVE TO
DROP THE WHOLE THING."

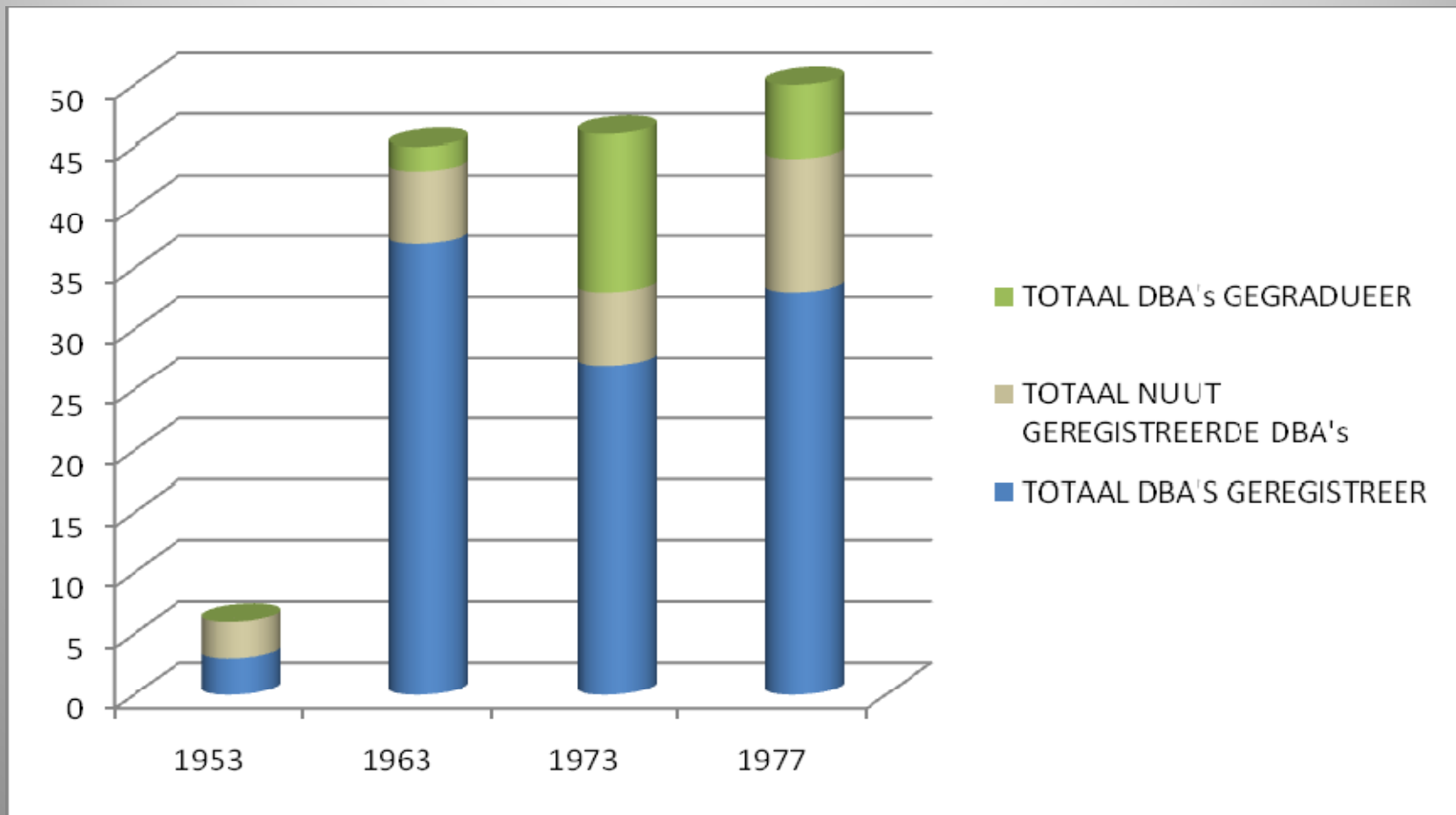
Did theory and practice “meet”?;

Theory and practice:

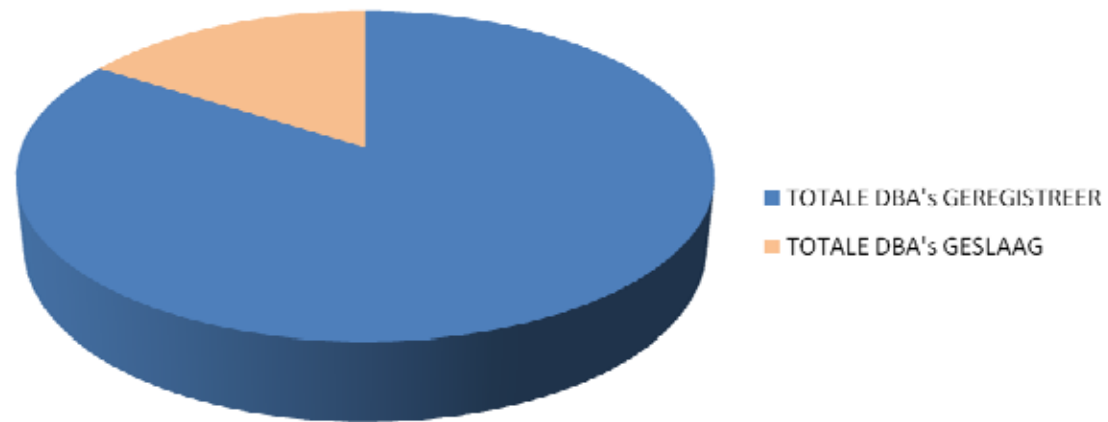
- Curriculum Development
- Short Courses

Timing; trends and troubles:

... Enthusiastic/informed leadership?;
research?; vision?; quality control?



'n DEURVLOEIPIEFIEL VAN DBA- GEGRADUEERDES, 1953-1977



A 2nd pioneering phase

- A search for enthusiastic leadership...yet again!
- A vision: Economic?; Educational?
To be politically correct... perhaps?
...the GI BS "story"

The MBA under severe scrutiny

In the daily traffic and trade of occasionally questioning the value and ethics of business communities offering an MBA degree by 2009 the following sayings of the MBA were jokingly tossed around:

*“Masters of the Business Apocalypse”; or
“Mediocre But Arrogant” or “Me Before
Anyone”*



Conclusion

MBA Graduates and "their degree's" value in today's economic society



“Mr. Osborne, may I be excused? My brain is full.”

It is hard to
concentrate
for extended
periods of
time