



Postgraduate Diploma in Management  
in the field of Business Administration

# PDM-BA



**Learn** and **grow** as you apply modern business knowledge and innovative management tools to real-life cases, participate in lively classroom debates, get personal career coaching and prepare to spread your career wings with a two-month internship.



WITS BUSINESS SCHOOL

South African case studies produced by our Case Centre

350



Faculty with PhDs

95%



Academic articles by our faculty published every year (+/-)

30



WITS UNIVERSITY

28

A-rated Scientists



4

Nobel Laureates



**CONTENTS**

Message from the Programme Director	1
What is a Postgraduate Diploma in Management in the field of Business Administration?	2
Who is it for?	3
Why do a Postgraduate Diploma in Management in the field of Business Administration?	3
Does the PDM-BA help towards an MBA	3
When can I enrol?	3
Curriculum	4
Career development	5
Application process	6
Fees	6
Checklist	7
Experience WBS	8

Postgraduate Diploma in Management in the field of Business Administration

MESSAGE FROM THE PROGRAMME DIRECTOR



The one-year Postgraduate Diploma in Management in the field of Business Administration (PDM-BA) is a full time programme with specialisation in business administration. It is broad in scope and will equip you with the critical skills and knowledge required to manage and navigate the complex challenges facing business organisations today.

In addition, it will challenge you to rethink your career and life in new ways. The most distinguishing feature of the WBS PDM-BA is our internship programme. Because we care about your career, we provide intensive career coaching to help you secure a working internship where you can apply your academic learning in a real business context and position yourself for a life changing career.

Innovation, rigour and excellence are in the DNA of WBS. As a business school that has been around for more than 50 years (one of the oldest on the African continent), WBS has earned a reputation for academic excellence and is highly ranked both on the continent and globally. You will learn the latest business concepts from top rate faculty who are experts in their fields as well as practitioners with rich industry experience, and engage in lively interaction with classmates from all backgrounds. The networking opportunities are enormous, and curriculum is cutting edge.

If you are highly motivated, have a strong undergraduate degree (but lack work experience), and would like to gain a solid foundation in business principles, then our PDM is exactly what you need to launch your career.

I look forward to meeting with you and welcoming you onto the programme

**Jones Odei Mensah, PhD**  
PDM-BA Programme Director

PDM-BA

## WHAT IS A **POSTGRADUATE DIPLOMA IN MANAGEMENT IN THE FIELD OF BUSINESS ADMINISTRATION?**

The Postgraduate Diploma in Management in the field of Business Administration (PDM-BA) is a generalist, one-year, full-time management/business qualification, with a specialisation in business administration.



spread your  
**career wings**

### WHO IS IT FOR?

The Postgraduate Diploma in Management in the field of Business Administration is for young graduates who wish to accelerate their management careers but lack relevant work experience.

### WHY DO A POSTGRADUATE DIPLOMA IN MANAGEMENT IN THE FIELD OF BUSINESS ADMINISTRATION?

- A PDM-BA will expand your knowledge of the fundamentals of business.
- It is a perfect bridge between undergraduate study and the world of work.
- The PDM-BA could be for you if you are unsure about which career to follow, or if you are thinking of switching careers.
- It is supported by an intensive career management programme and culminates in a two-month internship.
- You will meet like-minded people and be given countless networking opportunities.

### WHEN CAN I ENROL?

There is one intake per year:

- January intake – 12 months (full-time)
- Classes run on weekdays, from 08:30 to 16:00

Applications are strictly online. As the PDM-BA is a popular programme which receives hundreds of applications, it is always best to apply as early as possible to avoid disappointment.

# CURRICULUM

## COURSES

**Quarter 1:** Group Dynamics (Compulsory attendance course)  
Financial and Management Accounting  
Operations Management  
Economics  
Marketing Management  
Internship Preparation (Compulsory attendance course)

**Quarter 2:** Strategic Management  
Human Resource Management and Organisation Design and Development  
Analytical Problem Solving and Decision Making  
Business Disruption and Innovation  
Internship preparation (Compulsory attendance course)

**Quarter 3:** The academic third quarter consists of a compulsory two-month internship in full-time employment at an organisation of the student's choice from available companies. The internship is supported by an intensive Career Management programme which commences within the first two weeks of the Postgraduate Diploma in Management full-time programme (Internship Preparation).

**Quarter 4:** Financial Management  
Entrepreneurship Management  
Business Simulation (Compulsory attendance course)

Students will also select **ONE ELECTIVE COURSE** from the following:

- Service Industry Management
- Strategic Marketing Management
- Strategic HR Development
- Negotiation Skills

# CAREER DEVELOPMENT

Your career is important to us and we offer a variety of career management services which we encourage our students to participate in.

These include:

- Career counselling and advisory
- Career workshops
- Employment consultation
- Annual Career Fair
- CV and cover letter formulation and critique
- Company workshops and competitions
- Graduate recruitment and networking events
- Mock interviews



# APPLICATION PROCESS

- Only online applications are accepted. Please go to [www.wbs.ac.za](http://www.wbs.ac.za) and click on the apply now button and follow the links.
- Please ensure that all information is correct and that you have uploaded everything on the checklist.
- Should your application be successful, an amount of R15 000 will be payable on acceptance. This amount is non-refundable and will be off-set against the registration fee payable in your first year.

**Deadline for applications:  
Check website for update**

## REQUIREMENTS FOR ADMISSION

- A three-year degree or National Higher Diploma at NQF 7 level.
- Mathematics competency at Matriculation level: Mathematics - minimum 50% and Mathematics Literacy - minimum 65%.
- An acceptable score on the WBS psychometric test battery.
  - Shortlisted candidates will be invited to write the WBS Admissions test.

## PDM FEES

Fees for the Postgraduate Diploma in Management in the field of Business Administration Programme for 2024 are quoted as **R100 700\***

\* subject to review in January 2025

### ENQUIRIES

+27 (0)861 000 927

[wbs.marketing@wits.ac.za](mailto:wbs.marketing@wits.ac.za)

## Checklist

- Online application form
- Faculty of Management Part III form
- Copy of your degree or diploma
- Copies of your academic transcripts
- Proof of English language proficiency (For students who have not studied at tertiary level in English)
- Non-refundable application fee of R200
- SAQA certificate (If you are a foreign student)
- WBS Admission test: R950



Spending time in this learning environment, surrounded by exceptional people, will provide you with the foundation for an extraordinary life

### WHAT IS THE WBS CASE CENTRE?

In line with the world's leading business schools, WBS has its own Case Centre which produces a collection of fascinating, contextually-relevant and up-to-date case studies every year. The case method, pioneered by Harvard Business School, is widely recognised as *the* most powerful learning tool for management students. WBS's case studies tell the stories of some of the continent's most famous (and infamous) business leaders and organisations, giving our students the unique opportunity of playing the decision-maker role in a real-life business dilemma.

### TEACHING EXCELLENCE

Apart from our full-time faculty, we have a number of visiting/adjunct professors from other business schools around the world. Numerous guest lecturers bring their up-to-the-minute business or industry knowledge into the classroom.

### PUBLIC DIALOGUE, DEBATE & DISCUSSION

WBS hosts regular public lectures and panel discussions on issues facing South Africa and the rest of the continent.

There is no better time or place for you to become all that you want to be

# experience



Doing a PDM at WBS was one of the most strategic moves I could have made in my career and academic journey. The programme really develops one to become a critical thinker and have a solutionist mindset. What really stood out for me was that we were encouraged to share and openly engage our views about current trends and various strategies, and this gave us an incredible opportunity to learn from each other.

**Hulisa Mutswaletsuale**

I grew more as an individual in my PDM year than I did in my entire three years of undergrad. This programme allows you to interact with every type of personality you can imagine, which builds your character in a phenomenal way. You learn how to effectively collaborate with people and perform meaningful conflict resolution. I had some of the best lecturers and mentors I ever could have hoped to have – these people are experts in their respective fields and being able to learn from them made our class an extremely fortunate bunch of people.

**Kayla Thomas**

UNIVERSITY OF THE  
WITWATERSRAND,  
JOHANNESBURG



**WBS** Wits  
Business  
School  
*Sculpting global leaders*

# PDM-BA

[www.wbs.ac.za](http://www.wbs.ac.za)

## WITS BUSINESS SCHOOL

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