



MASTERSTART



Delivered 100% online



4 – 6 learning hours per week



12 weeks

**Gordon Institute
of Business Science**
University of Pretoria

Management and Development Course

Build the capabilities that make teams stronger.

This course will strengthen the foundations every manager needs: self-awareness, clear strategy, financial insight, and the habits that shape team performance. You'll tackle common management challenges, practise getting teams working together, and apply practical strategies to boost performance. The payoff is a confident, well-rounded management style that builds trust your team can thrive under, no matter how the market moves.

What will you learn?



Strategic leadership

Setting direction and inspiring others to execute long-term strategic objectives.



Cultivate high-performance business

Developing practices and standards that support sustained organisational excellence.



Lead organisational transformation

Guiding and supporting change initiatives to improve processes and achieve strategic goals.



Stakeholder leadership

The practice of effectively guiding and influencing stakeholders towards shared goals and outcomes.



Business transformation

Utilising business ambidexterity to explore and drive transformation and optimise existing operations, ensuring the organisation stays ahead of the competition while maintaining stability.



Strategic alignment

Ensuring that all aspects of the organisation, including goals, processes, and culture, are in sync with its strategic direction.

Contact Us



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register@masterstart.com



www.masterstart.com



**Certificate of
Competence**

Course outline

 5 collaborative learning sessions



WEEK 1

Orientation

Meet your Industry Expert, Learner Success Coach and other learners



WEEK 2

Module 1

Personal leadership

Explore the difference between leadership and management, develop self-awareness, and understand how personal values and thinking shape leadership style.



WEEK 3

Module 2

Effective leadership and culture

Examine leadership styles and practices that drive success, and learn how to shape organisational culture for performance and transformation.



WEEK 4

Module 3

Define strategy

Integrate strategy theories, analyse internal and external factors, and develop strategic approaches that align leadership skills with organisational goals.



WEEK 5

Module 4

Develop, implement and execute strategy

Apply strategic frameworks, analyse industry dynamics, and learn best practices for closing the gap between strategy design and execution.



WEEK 6

Module 5

Introduction to profitability

Explore cost behaviours, break-even analysis, and asset intensity to understand the drivers of profitability and inform financial decisions.



WEEK 7

Module 6

Financial decision-making

Evaluate asset intensity, apply financial ratios, and use practical tools to make informed business and investment decisions.



WEEK 8

Module 7

Digital maturity

Explore digital maturity models, assess cultural and human readiness, and evaluate technology integration to drive sustainable digital transformation.



WEEK 9

Module 8

Sustainability in a digital age

Align business goals with digital strategy, implement agile practices, and leverage technologies to drive sustainable growth and transformation.



WEEK 10

Module 9

Corporate innovation

Examine the role of innovation in established organisations, explore models and tools, and build strategies to foster a culture of creativity and growth.



WEEK 11

Module 10

The intrapreneurial mindset

Learn how to cultivate intrapreneurship, identify innovation opportunities, and apply agile, lean approaches to drive change from within.



WEEK 12

Final assessment

Business Improvement Plan relevant to a business environment.

Who is this course for?

This course is designed for aspiring and current managers, team leaders, and professionals who want to strengthen their management skills, overcome challenges, and apply practical strategies to lead teams, manage workflows, and drive long-term business growth.

The learning experience

MasterStart courses are developed to provide a learning experience that builds competence and professional confidence. This unique online learning approach means you will:



Enjoy full learning support for your course, in the form of a dedicated team of an Industry Expert, Learner Success Coach and Learning Support Coordinator.



Learn from a mix of self-paced study modules, quizzes and interactive activities.



Access resources, audio notes, and a community chat for additional support and discussion.



Engage in collaborative learning sessions to apply what you've learned in practical ways.

All MasterStart courses are aligned to Category-B of the BBBEE Skills Development matrix.

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