

Gibs lecturers scoop award for the Best African Business Case at the 2019 EFMD Case Writing Competition

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Gordon Institute of Business Science (Gibs) lecturers Professor Caren Scheepers and Dr Tracey Toefy have won the award for Best African Business Case at the prestigious European Foundation for Management Development (EFMD) 2019 Case Writing Competition. This award was for their case, SweepSouth South Africa: Contextually Intelligent Female Leadership of Entrepreneurial Domestic Services. They were nominated for the award by Ivey Publishing, who are the publishers of the case. SweepSouth is an app-based platform that connects over 9,000 unemployed domestic workers with clients looking for home cleaning services in South Africa. The focus or dilemma in the case was on how the CEO of SweepSouth, Aisha Pandor, could best scale the business.

The EFMD Case Writing Competition, which has been running for over 30 years, has predominantly awarded faculty who have produced learning and development case material that can be used globally. The focus is always on innovative and impactful case material, which improves the quality of teaching and elicit robust debates and engagement from students. Deputy dean at Gibs, Professor Danie Petzer said: "We are honoured to have our faculty recognised by such a prestigious organisation, we are indeed proud of Professor Scheepers and Dr Toefy for their achievement. Case writing at Gibs had seen significant growth over the last few years and this award is testament to the quality of cases being produced by the school."

The case study teaching method which was popularised by Harvard University and has been adopted by most accredited MBA programmes globally. These decision-forcing cases which are centred on a thought-provoking problem or dilemma, challenge students by bringing them as close as possible to business situations of the real world. Cases often spark lively discussions in class and provide management lessons that students can put into practice in their professional lives.

"Most of Gibs's cases are published and distributed through Ivey Publishers and Emerging Market Case Collections, as well as other Web of Science (WOS) and Scopus indexed journals with high impact factors. We are on a drive to contribute more cases to these platforms and help tell the African story through our work," Professor Petzer concluded.



Professor Caren Scheepers and Dr Tracey Toefy

About Gibs:

Founded in 2000, the University of Pretoria's Gordon Institute of Business Science (Gibs) is an internationally accredited business school, based in Johannesburg, South Africa's economic hub. As the business school for business, we focus on general management in dynamic markets to significantly improve responsible individual and organisational performance, primarily in the South African environment and increasingly in our broader African environment, through the provision of high-quality business and management education. In May 2020, the annual UK *Financial Times* Executive Education

rankings, a global benchmark for providers of executive education, once again ranked Gibs as the top South African and African business school. This is the 17th year running that Gibs has been ranked among the top business schools worldwide. In October 2019 the Gibs MBA was ranked among the top 100 business schools globally in the prestigious Financial Times Executive MBA Rankings. Gibs is one of two business schools in Africa to appear in this ranking.

Gibs is accredited by the Association of MBAs (AMBA), the Association to Advance Collegiate Schools of Business (AACSB), the Council on Higher Education (CHE) and is a member of the South African Business Schools Association (SABSA), and the Association of African Business Schools (AABS).

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