The course that enables managers to reinforce their managerial skill set and business acumen, and facilitates integration across various business units.
With the advent of digitisation and the 4th Industrial revolution, we cannot lead the way we have in the past. It has become necessary for us, as leaders, to refine our skills so as best to support our teams into the future. The MDP programme gave me the skills and perspective to help guide and prepare my team for this “future fit”. On a personal level, the interaction with the various subject matter experts reignited my hunger to learn and invest more in my own personal development. I can’t wait to do the SMDP programme!

Mario Arendse, 2018 participant

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Gain insight into business integration, best practice in management and how to start thinking strategically in the workplace.

**WHO**

Managers from any industry, who are responsible for managing business units.

In today’s competitive and ever changing business environment, entrepreneurial thinking will shape the future of organisations. This requires a better understanding than ever of how the business operates and re-enforces the need for managers to ensure that they do not perform their management roles in isolation.

**WHY**

**WHAT**

Learning Outcomes:

Over the course of 6 months, participants will be equipped to:

- translate business acumen and entrepreneurial thinking into improved organisational performance
- explain the basic operations of an economy and discuss key economic concepts used in everyday economic reports
- read, understand and interpret financial statements to determine the financial health of an organisation
- prepare and manage a budget for a department or organisation
- utilise an understanding of market segmentation to best position a product offering to the customer
- translate digital marketing and social media insights to effective customer service management practices
- demonstrate leadership competence through a heightened sense of curiosity and a willingness to drive a culture of innovation, learning, and continuous improvement
- promote diversity and employee engagement through an improved understanding of leadership and human resources management practices

Enabled by Zoom, USB-ED is proud to be able to offer this programme remotely. Remote Learning allows for participants to attend classes virtually and in real-time, enabling the learning journey to continue regardless of geographic location. For more information regarding how remote learning at USB-ED works, please click on the link below:

[Develop yourself, wherever you are]
The essentials of managing finance

Explaining the basic concepts of financial management; explaining income statements and balance sheets; identifying components of a simple cash flow statement using a balance sheet and an income statement; using financial statements to perform basic financial analysis i.e. ratio analysis, and interpreting the ratios; drawing up a basic budget.

The business environment

Identify the factors that a manager needs to comprehend in order to align a business towards customer satisfaction; identifying the four pillars of management i.e. planning, organising, leading and controlling; outlining the steps in the strategic planning process; discussing the importance of organisational culture; describing the qualities of an effective control system; integrating the business planning process and present it via a business plan document.

Developing leadership competence

Explaining the concept of leadership; differentiating between leadership and management; analysing and comparing leadership theories; applying different roles and qualities of leadership in a work context; describing the change process, both individually and organisationally.

Marketing customer service management

Explaining the development of marketing as a discipline; outlining the components of a marketing plan; differentiating between environmental factors that are controllable and uncontrollable when conducting a Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis; developing meaningful marketing objectives; discussing the importance of customer service management; demonstrating insight into digital marketing.

Economics and business

Explaining the basic operations of an economy and its different elements; discussing key economic concepts used in everyday economic reports and discussions; describing the difference between micro- and macro-economic perspectives of the economic process; explaining how markets operate; grasping reports about current and expected future trends in our South African economy; discussing the economic and business section of daily and weekly newspapers and business magazines with confidence; reviewing South Africa within the broader African framework, as well as other global economies.

Effective people management

Interpreting people management practices within a line management context; compiling a recruitment and selection strategy to support organisational imperatives; identifying appropriate development interventions for staff; managing performance in line with best practice; identifying and addressing employee engagement; performing the human resources function in accordance with fair practices.
Presentation Methods:
(not limited to):

- Classroom facilitation
- Group discussion
- Powerpoint slides
- Pre-course work
- Recommended reading
- Video clips

Assessment Methods:

Assignments are required for the following:

1. General Management
2. Marketing
3. Finance
4. Leadership

One Business Driven Action Learning (BDAL) group project

All submissions are completed in the participant’s own time but according to strict deadlines.

Membership to USB Alumni Network:

On completion of the programme, participants join the network of USB Alumni.

Benefits include but are not limited to the following:

- Offers access to a global network of almost 30,000 members and 16 chapters
- Provides access to business knowledge and lifelong learning (masterclasses, workshops, speaker and knowledge-sharing events)
- Creates opportunities for members to give back to society (mentorships; bursary provision; serving as ambassadors)

Stellenbosch University Certificate:

Upon successful completion of the programme (which requires full attendance of all study blocks as well as passing of all assignments and BDAL group project), you will receive a certificate from Stellenbosch University.

Admission Requirements:

- No formal tertiary qualifications required
- One to two years of management experience
- English language competence at NQF level 4 or equivalent
- Ability to read and comprehend learning material, write assignments, and participate in discussions on management issues

Learning Process Facilitator:

Participants are guided on their learning journey by a Learning Process Facilitator (LPF).

The LPF plays the vital role of mediator, mentor and advisor to participants and groups. The LPF is present in every class and is responsible for ensuring that session outcomes are achieved; that all participants take active part in discussion and that facilitators address all questions and concerns fairly, clearly and in a manner that supports understanding.
Programme Investment

**R37 900.00 (incl VAT)**

**Duration:** 6 months

**Certificate Award Ceremony:** TBC

**Remote Learning:** 10 days over 2 study blocks of 5 days each + 2 days for presentations

Unfamiliar with the concept of remote learning?

Click here to find out more about how the process will work

**INTAKE**

**DATES**

1. Study Block 1: 4 - 8 May
   Study Block 2: 6 - 10 July
   Presentation Days: 8 & 9 October

2. Study Block 1: 25 - 29 May
   Study Block 2: 20 - 24 July
   Presentation Days: 22 & 23 October

3. Study Block 1: 22 - 26 June
   Study Block 2: 17 - 21 August
   Presentation Days: 19 & 20 November

4. Study Block 1: 13 - 17 July
   Study Block 2: 7 - 11 September
   Presentation Days: 16 & 17 November

5. Study Block 1: 31 August - 4 September
   Study Block 2: 2 - 6 November
   Presentation Days: 15 & 16 February 2021

6. Study Block 1: 26 - 30 October
   Study Block 2: 25 - 29 January 2021
   Presentation Days: 15 & 16 April 2021

Fees include programme material and are payable before the commencement of the programme. Programme fees, faculty and dates are subject to change.

Click here to view USB-ED’s Payment, Cancellation and Postponement Policy

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APPLY NOW

info@usb-ed.com
The MDP develops leadership skills and prepares (participants) for future management challenges. It exposes them to strategic thinking and gives participants the opportunity to learn from their peers (working) in different industries.

Sorayah Nair (DPhil), Learning Process Facilitator

The University of Stellenbosch Business School Executive Development (Pty) Ltd, more commonly referred to as USB-ED, is a private company offering leadership and management development (short course) programmes across Africa for both corporates and individuals. USB-ED has won the PMR.africa Diamond Arrow Award in three countries: Botswana, Namibia and South Africa. The USB’s international standing and reputation is confirmed by the triple crown international accreditations, EQUIS, AMBA and AACSB.