Senior Management Development Programme (SMDP)

The course that broadens your worldview and empowers you to be resilient in a dynamic business environment.
Explore strategic concepts around innovation, sustainability, collaboration, organisational change and business agility.

Senior managers from any industry, who are needing to develop a strategic mindset.

As exponential environmental change becomes a reality, organisations are increasingly exposed to a new generation of organisational concepts and technologies. A paradigm shift in terms of new management and strategic leadership thinking is required. Senior managers will need to place greater emphasis on developing resilience and adaptability to changing circumstances and acquire the ability to sense and respond to new business models.

WHY

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

- explore strategic concepts and illustrate the integrative nature of strategy
- evaluate various frameworks and tools to support the business case for sustainability
- interpret the challenges of globalisation and the implication of a change in one or more macro-economic forces on business
- assess and report on the financial viability of an organisation and recommend action steps for improvement
- demonstrate foresight in navigating a rapidly shifting landscape of organisational forms and skill requirements to develop strategies for engaging a diversified workforce
- determine the significance of changing business models and use enhanced leadership thinking to respond to these challenges
- formulate strategies for customer value creation using innovation and design thinking
- apply project management tools and techniques to plan and execute projects and processes within the organisation more effectively and efficiently
- interpret and demonstrate the interrelationship between various strategic, operational and leadership themes

The SMDP has certainly added massive value in my career. I have recently been promoted to the COO and I can certainly say that the skills I learnt in the SMDP has been very helpful.

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Paul Isaacs, 2018 participant

Develop yourself, wherever you are
Marketing for excellence
Examining the “bigger picture” perspective of the role of marketing in the management process; explaining the latest trends, concepts and principles of strategic marketing; assessing possible long-term trends with macro, micro, market and competitor environments; integrating strategic marketing concepts and principles in the organisational environment, enabling participants to contribute to the management function in their own organisational business units.

Operational effectiveness and value-chain analysis
Applying value chain analysis to re-focus a company’s current value chain towards customer satisfaction; evaluating participant’s organisation through using a business canvass model in order understand the interaction between the business model and value chain model to produce a complete picture of the strategy; modifying and developing the appropriate customer and supplier relationship to its full potential; interpreting and assessing the various elements of risk throughout the value chain.

Financial management
Evaluating companies based on their financial statements; identifying factors affecting the sustainability of economic entities; assessing the firm to establish its financial viability; reporting on the financial viability of the firm; explaining the financial implications of management decisions; explaining the components of a set of financial statements as well as their objectives and interrelationships. Preparing and managing the working capital and cash flow of a business.

Strategic management: designing leading edge strategies
Identifying and recognising environmental factors (external and internal) impacting strategy; developing a strategy for a department/division/section in context of participant’s organisation and completing action plans for the relevant department/division/section; illustrating the integrative nature of strategy by means of practical examples.

Building Human Capital
Describing and evaluating the changing people effectiveness landscape; describing and implementing the key elements of a performance management system and discuss the role of leaders in creating a high performance organisation; explain the implication of aforementioned elements on human resource management, organisation performance and talent retention. Defining and interpreting organisational culture and the role of leaders in influencing organisational culture. Planning and preparing the major practical strategies to attract, retain, develop and manage an organisation’s talent.

Economics: Understanding Markets
Examining the meaning of economics and economic systems, and how economics influences all stakeholders in society; interpreting the challenges of globalisation and international economic integration and to be able to determine their influence on the future performance of a country/organisation/manager; explaining the implication of the interaction between changes in one or more of a wide range of macroeconomic forces; explaining how and why economic policy decisions are made, and to determine the impact of such decisions on the managerial function.
Explaining why a systemic approach to organisational competitiveness has become the key business challenge of the 21st century; examining the responsibility of the company in dealing with systemic issues; evaluate the business case for sustainability in relation to their own particular sector, industry and or organisation; selecting and applying suitable frameworks and tools to link sustainability to their daily operations and management functions.

Defining the role project management plays within the organisation; assessing the value of project management; motivating the importance of the Business Case; motivating the importance of benefit management within the organisation.

Using frameworks and tools to analyse the various external influences on a business (political, economic, social, technological, legal and environmental); gaining an understanding of key trends (technological, global-local, legislative-governmental, demographic) that impact on business in South Africa and Africa and utilising knowledge of key trends to analyse future possibilities and performance against a desired business goal.

Evaluating the concept of innovation and innovation management; motivating the importance of institutional innovation; predicting the requirements for a company to be innovation fit; determining factors in the organisation that are hindering innovation; evaluating and implementing appropriate innovation tools; formulating recommendations on improving the innovation capability of the organisation.

Admission Requirements:
- A tertiary qualification is recommended but is not required.
- English language competence at NQF level 4 or equivalent.
- Foundational knowledge of management and business.
- Three to five years of experience in a middle to senior management role is recommended.

RECOMMENDED: applicants requiring basic knowledge of finance are encouraged to attend an NQF level 7 financial management course.
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.

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 approximately 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)

Articulation Opportunity to an International Bachelor-equivalent Degree qualification:

USB-ED has an articulation agreement with Lincoln International Business School (LIBS) in the United Kingdom such that USB-ED’s SMDP is recognised by LIBS as carrying 240 of the total 360 credits required to earn the BA(Hons) Business Management via correspondence. This BA(Hons) degree is equivalent to an undergraduate Bachelor’s degree in South Africa. As a work-based, distance-learning degree, it aims to break down the barriers between learning at work and learning at university. This opportunity is valid for 5 years post SMDP-completion.

Assessment Methods:

- Five written assignments
  1. Strategic Management
  2. Economics
  3. Finance
  4. Financial Strategies
  5. Integrated individual assignment based on your own environment

- One Business Driven Action Learning (BDAL) group project

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

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

Programme fees, faculty and dates are subject to change.

Duration: 6 months
Certificate Award Ceremony: TBC

R54 100.00 (incl VAT)

Remote Learning: 15 days over 3 study blocks of 5 days each + 2 days for presentations

**INTAKE** | **DATES**
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1 | Study Block 1: 8 - 12 June
Study Block 2: 3 - 7 August
Study Block 3: 28 September - 2 October
Presentation Days: 19 & 20 November

2 | Study Block 1: 3 - 7 August
Study Block 2: 28 September - 2 October
Study Block 3: 9 - 13 November
Presentation Days: 14 & 15 January 2021

3 | Study Block 1: 5 - 9 October
Study Block 2: 23 - 27 November
Study Block 3: 25 - 29 January 2021
Presentation Days: 18 & 19 March 2021

Unfamiliar with the concept of remote learning?
Click here to find out more about how the process will work

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

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

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APPLY NOW
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.

The SMDP is a strategic programme which challenges how one thinks in a business context. It equips senior managers to communicate strategically such that they can be heard and understood.

Thys Pretorius (MPhil), Learning Process Facilitator

APPLY NOW

Development Solutions Supporting Business Strategy

FROM STELLENBOSCH TO AFRICA TO THE WORLD

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