



Strathmore Business School

Modular MBA

Building you into a Global Trailblazing Executive



“Good business leaders create a vision, articulate the vision, passionately own the vision, and relentlessly drive it to completion.”
Jack Welch, Former CEO - General Electric (GE)

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From the Dean



Dr. Edward Mungai,
Dean,
Strathmore Business School

There is a responsibility and an imperative for those of us who want to take the reins of leadership to conform to best practices in all spheres of any business. In our endeavour to transform leaders in Africa, Strathmore Business School (SBS) is privileged to have this opportunity to make a significant impact in transforming leaders.

At a time when the world and Africa face extraordinary challenges, Strathmore Business School's mission to develop transformative business leaders is even more relevant. The bewildering rate of change increases the demand for great ethical leaders with a passion for excellence who will make wise decisions that balance short-term considerations with the achievement of long-term objectives.

Through the MBA program, we will strive to generate a greater demand for advanced and extensive competencies to support leadership. By use of international & local faculty, case teaching methodology and transformative one-on-one interaction, we will provide a conducive environment and networks which offer long term benefits.

We invite you to share in our dream.

From the MBA Director



Paul Ouma,
MBA Director,
Strathmore Business School

MBA programs have enjoyed rising respectability in the business world making them appealing to managers and aspiring managers. In Kenya and around the world, many business schools have reportedly recorded increasing numbers of enrolment indicating its presence as a prerequisite qualification for senior management and entrepreneurial responsibility.

The Strathmore Business School MBA program is focused on developing leadership competencies that empower managers to promote individual growth and boost effectiveness within their organisations. The case study methodology enhances the ability of managers to solve real world problems by thinking purposefully. In addition, it aims to give participants a comprehensive view of both the firm and the global business environment.

The SBS MBA impact is made more memorable by the Executive coaching program. Due to the complexities of the work place today, the pressures can be high ultimately influencing the level and consistency in productivity.

I take this opportunity to invite you to the Strathmore Business School, MBA program for a truly transformational, world class MBA experience.



L: Hannah Gitau (MBA 2010), nominated the Barclays Bank *Woman of the Year in 2010*
R: Ann Njogu (MBA 2010), nominated as one of the ten *International Women of Courage*,
awarded by the US Secretary of State, Hilary Clinton and US First Lady, Michelle Obama in 2010

Introduction

In today's complex and competitive business environment, flexibility has become a key requirement for organisations and individuals. To adjust to new challenges, which emerge every day in our dynamic world, business education has to take account of these new pressures and demands, placed on managers and employees in the environments in which they operate.

The SBS Modular MBA program seeks to meet the needs of highly-engaged business executives whose presence at work is significantly fundamental. Through full-time learning carried out in 2-week modules, the Modular MBA allows you ample time to get back to your busy schedule applying insights gained from the classroom. Hence it equips you with real-time practical application.

Participant Profile

The Modular MBA is specifically designed for those who:

- Are employed by East African and Other African companies or organisations holding senior positions
- Hold senior positions such as CEOs, Heads of Departments and other senior positions whose respective companies or organisations demand a lot of their time
- Travel frequently and lack some consistent solid time away from their busy schedules to advance their knowledge through an MBA
- Would like to experience the interactivity of participants and lecturers in a class environment, but cannot find the time to allow this
- Are located in cities or countries outside Nairobi or Kenya

Program Delivery

The Modular MBA takes 2.5 years to complete. The learning runs for 2 weeks in every quarter of the year, with each week being 5.5 days.

A Truly Transformational Journey

The SBS Modular MBA holds great value for you, who needs the knowledge inherent only in an MBA. Engage with us towards a truly transformative journey.

A Flexible Learning Experience

The SBS Modular MBA enables you to obtain a full-time learning experience with your lecturers and engage with like-minded peers and participants in a close-knit environment, which increases your networking and knowledge acquisition.

The program delivery is designed in such a way as not to adversely interrupt your busy schedule and also, to deliberately enable you to employ some of the learnings acquired through class in your professional engagements.

Global Presence

Strategic alliances with the world's top business schools in the program delivery, adds to the exposure you will gain as you interact with fellow participants from these business schools. This will give you global thinking even as you engage with top minds from the global business arena and the respective faculty.

Build Successful Networks

Group discussions are an invaluable source of shared ideas and relevant knowledge that you can immediately apply in your business– and see transformative results. The environment and the opportunity to have full-time learning will grow your network base for success.

Our alumni body boasts the region's greatest business leaders who you will be able to engage with, either through your class sessions or our events such as breakfast meetings, cocktails etc. You will get an opportunity to interact with industry leaders who will share their expert advice in the successful running of their businesses.





Database of Applied Knowledge: 130 Relevant Case Studies

Our faculty has been expertly trained to deliver the case study method, ensuring that you fully grasp the concepts that will drive you to implement new learning which affect the way you work as an executive. The case study method is a reflective educational innovation that allows you to understand business challenges better and apply well-informed decisions towards addressing them. The case studies represent great examples of companies that have gone through various business challenges from all angles.

Executive Coaching: A New Dawn

In line with its overarching mission, **'Service to Society'**, SBS has employed executive coaching for you, as a business leader, to work with you towards this grander picture – Transforming Africa. You will be able to get coaches who are great minds that understand the government's system as well as the business arena, to enable you to exploit the potential that you have to be a part of this great transformation.

International Faculty

Our faculty body constitutes experts in various fields of specialization relevant to the successful delivery of the Modular MBA. Sourced from various world-class business schools as well as our very own local equivalents, the lecturers exude a passion to deliver a truly transformative journey that will leave you challenged to implement change in the place you operate in society.

They are expertly trained to deliver the case study method, group discussions and business simulation games, which collectively create the ideal environment to make you a global trailblazer.

World-Class Facilities

SBS ultra-modern facilities have been benchmarked against the world's top business schools, to deliver a rich and holistic learning experience like no other in Africa. The facilities have been built aligning with the conservation of energy requirements, hence making it a green building, with the intention of acquiring the Leadership in Energy and Environmental Design (LEED) for green buildings.

"Green Building Rating System is a voluntary, consensus-based national rating system for developing high-performance, sustainable buildings. LEED addresses all building types and emphasizes state-of-the-art strategies in five areas: sustainable site development, water savings, energy efficiency, materials and resources selection, and indoor environmental quality." – www.usgbc.org

Modular MBA Structure

Methodological and Analytical Courses

Course Code	Course Title
MBA 8101	Global Economics
MBA 8202	Marketing Management
MBA 8103	Information Systems Management
MBA 8104	Quantitative Analysis for Business Management
MBA 8201	Financial Management
MBA 8102	Entrepreneurship and New Venture Management
MBA 8108	Global Economics
MBA 8109	Research Methods
MBA 8205	Decision Analysis

Leadership Courses

Course Code	Course Title
MBA 8105	Organizational Behaviour
MBA 8106	Managing People and Performance
MBA 8204	Management Communications and Media Relations
MBA 8206	Managing Change
MBA 8207	Leadership and Business Ethics
MBA 8503	Corporate Governance and Board Relations
MBA 8701	Management of People in Different International Locations

The Key Elective Areas

Finance and Banking

Course Code	Course Title
MBA 8301	Financial Statements Analysis
MBA 8302	Investment Analysis
MBA 8303	Financial Economics
MBA 8304	Social Cost Benefit Analysis
MBA 8305	Private Equity and Venture Capital
MBA 8306	International Finance

Strategic Management

Course Code	Course Title
MBA 8402	Cluster and Global Strategies
MBA 8203	Operations Management Strategy
MBA 8401	Corporate Entrepreneurship and Innovations
MBA 8403	Competitive Strategy and Game Theory
MBA 8107	Strategic Management
MBA 8703	Business Opportunities in Emerging Markets

Timetable

Classes using a 2 week modular session every quarter commencing from March 2012 - June 2014.

Costs

Total tuition fee for the program (2012/2014) amounts to KShs 1.474 million. This includes an international one week module at IESE Business School (Barcelona, Spain). IESE Business School is considered one of the world's top-ranked business schools by the Financial Times and its MBA is ranked number 1 in the World by The Economist.

Admission

Applicants should have a minimum of two years managerial experience. We administer our own aptitude test called the Graduate Entrance Exam (GEE). In lieu of this, a candidate may present their GMAT results if they are less than four years old. The application fee is KShs 5,000 payable upon registration for the entrance exam or upon submission of GMAT results. In addition, candidates must meet one of the following academic qualifications:

- * Holders of First Class or Upper Second Class Honours degrees or its equivalent in academic fields from a recognized university
- * Holders of other related qualifications from recognised universities considered by the Academic Council as equivalent to a First Class or Upper Second Class degree.
- * Holders of the Lower Second Class Honours Degree or its equivalent, plus post graduate diplomas or certificates of diploma level or equivalent.

How to Apply

Application forms are available at the SBS office or can be downloaded from www.sbs.ac.ke/mba-for-executives/admissions. Send the completed application form with your CV, two reference letters (one official and one personal/academic), copies of your degree certificates and transcripts and a passport size photograph to info@sbs.ac.ke. You may also drop your fully completed application form at our offices.

Why Strathmore Business School

A Firm Foundation

Strathmore was started in 1961 as an A-Level College by a group of professionals, who were inspired and encouraged by Saint Josémaría Escrivá, founder of Opus Dei. Strathmore celebrates 50 years of excellence in education, upon which the business school was founded.

A Unique Concept

Think for a moment about our beautiful continent diverse in people, rich in culture and natural resources and well known for its hospitality. SBS captures these themes in one business concept: Developing Great Business Leaders. This is in perfect harmony with the founding principle of Strathmore University: that of leading society to greater development through service to all people without discrimination.

International Character & Participation

Our key partner, IESE Business School, has for many years been affiliated to Harvard University and linked to top universities the world over. SBS provides its participants with a world-class learning environment, where they can share and reflect on their experiences and develop new ideas that will lead their companies into a new era. The synergy of local and international business participation will build a strong and firm basis for the growth of your business.

A Culture of Ethics

SBS case studies are based on strong research driven by its institutes. The Institute of Strategy & Competitiveness (ISC) focuses on competitive strategy & entrepreneurship and the Centre for Research on Organisations, Work & Family (CROWF) focuses on work-family balance.

Strong Research Basis

The foundation for all Strathmore Business School programs is provided by international faculty and the research they carry out, based on real-life business problems.

Participant Centred Learning

SBS knows that it is people who matter. People are the heart of any organisation and key to sustaining any organisation. People are always our main focus in all we do. The group interaction and participatory approach to teaching gives the participants a chance to analyze new business problems, while sharpening their business decision-making skills.

Networking

Our alumni span the globe; this provides a great opportunity to build business networks. The composition of the Executive Education participants and MBA for Executives allows for exchange of ideas with peers in various sectors. Strathmore University Foundation in the USA is one such initiative, which brings together our international alumni.

DIT Registered

All programs offered at SBS are registered under the Directorate of Industrial Training (DIT).



Core Faculty



Dr. Edward Mungai
Entrepreneurship
Strathmore Business School



Dr. Freddie Acosta
Management of Information Systems
& Business Innovation
Strathmore Business School



Prof. Lluís Renart
Marketing
IESE Business School



Prof. Antonio Davila
Entrepreneurship, Accounting & Control
IESE Business School



Dr. Reuben Marwanga
Investment Analysis
& Operations Management
Strathmore University



Prof. Alejandro Lago
Operations Management
IESE Business School



Dr. Mulengani Katwalo
Strategy
Strathmore Business School



Prof. Mike Rosenberg
Strategic Management
IESE Business School



Dr. George Njenga
Leadership & Business Ethics
Strathmore Business School



Prof. David Sperling
Management Communication
Business Ethics & Corporate Governance
Strathmore University



Dr. Monica Kerretts
Change Management
Strathmore Business School



Prof. Yih-teen Lee
Managing People in Organisations
IESE Business School



Prof. Javier Santomá
Financial Management
IESE Business School



Dr. Freshia Waweru
Accounting & Finance
Strathmore University



Dr. Robert Mudida
Economics & Finance
Strathmore Business School



Dr. Hilda Omae
Quantitative Analysis for
Management, Research Methods
Strathmore University

Advisory Board



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Kellen Kariuki
Senior HR Officer
Africa & Middle East, Citigroup



Sunny Bindra
Management Consultant
Sunwords



Dr. Edward Mungai
Dean
Strathmore Business School



Dr. George Njenga
DVC - Research and Quality Assurance
Strathmore University,
Principal,
Strathmore Business School

"Strathmore brings together leaders in Kenya and elsewhere in the region to talk about competitiveness, development and strategy"
Prof. Michael Porter, Bishop William Lawrence University Professor - Harvard Business School

Our global partners

Associations

- Association of African Business Schools (AABS)
- Global Business School Network (GBSN)
- Doha International Institute for Family Studies & Development





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