



Strathmore Business School

**Program for Management  
Development (PMD)**

**Executive Education**





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## Message from the Executive Education Director



“Management is efficiency in climbing the ladder of success; leadership determines whether the ladder is leaning against the right wall”, a quote that emulates what the SBS Program for Management Development (PMD) endeavours to deliver to you, by helping you continue climb up the career ladder, with the right attitudes, competencies and skills.

The ‘right wall’ in this case, being SBS, through its world-class calibre, is represented by our associate partners (IESE Business School, Harvard’s Institute for Strategy & Competitiveness, Balanced Scorecard Institute, Lagos Business School and Gordon Institute of Business Sciences), a rich caucus of international and local professors and industrial professionals as well as a carefully designed, relevant and practical curriculum.

The PMD is deliberately designed to build those who are ready to move up to a position of greater responsibility within their organisations, or to take their businesses to the next level. It is targeted at you, the talent gene of your organisation. This program is about

transforming you, and through you, transforming the organisation and society within which you operate. True transformation is really about holistic development of the person into an effective leader, through skills enhancement and personal growth.

I welcome you to this Executive Program and thank you for looking at SBS Executive Education as a key partner in your professional progress.

A handwritten signature in black ink, appearing to read 'Patricia Murugami', written over a white rectangular background.

Patricia Murugami  
Director of Executive Education

“Every middle level executive in Kenya has the right, responsibility and onerous duty to contribute significantly to the sum total of growth and development of his country, continent and indeed to the global well being. She or he must enhance their leadership capability to the highest level possible. The SBS PMD welcomes you this promise of an exciting future for our Nation and our continent.”

George Njenga, Dean Emeritus



## Program For Management Development (PMD)

In this Program, participants will develop the leadership qualities, decision making skills and negotiation capabilities required to be effective managers in today's global work environment.

### Objectives

The objectives of the PMD are to:

- Provide a forum for discussion which will enable managers to reassess their views on the current business environment
- Broaden participants management focus to obtain a more global perspective of business thereby be better prepared for decision making and analysis
- Challenge previously held concepts and assumptions in order to align business practices with the latest trends and economic conditions
- Present the latest concepts and ideas for developing corporate strategies that create value for stakeholders

- Provide participants with an opportunity to get to know themselves better by working with and listening to their fellow participants

### How you will benefit

- The PMD will adequately prepare you for a position of greater responsibility by broadening your managerial and strategic perspectives, sharpening your ability to tackle management challenges and developing your people –management skills
- You will improve performance in current position and the possibility of assuming new responsibilities
- The program will enable you develop and understand yourself, and your management style
- Your take-home agenda will help keep you on the knowledge platform thus help you continue with your education
- You will become a member of the Strathmore alumni network

## Program Structure

### Module I

#### Understanding the Business Landscape

This module lays a solid foundation for the program and provides managers with the framework required for understanding the global macroeconomic environment and its impact on business.

### Module II

#### Getting Ready For What Lies Ahead

In this module, participants are being pushed to think strategically in different situations, and to discuss what a corporation today should achieve, as well as the necessary conditions to be competitive and create value.

### Module III

#### Improving Business Performance

This module explores the relationship between different leadership styles and organizational outcomes. The participants will learn how to lead and manage change and how to develop a corporate strategy that creates value for the shareholders.

### Module IV

#### Transforming Business Leaders

In this module, participants will explore the entrepreneurial potential of their own firms, and develop their ability to negotiate in competitive and collaborative situations.





# Why do PMD at 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. In 1966 the School of Accountancy opened to train accountants for Kenya, Uganda and Tanzania and in 1991 the university introduced Information Technology Courses.

## **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 and Participation**

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.

## **Strong Research Basis**

The foundation for all Strathmore Business School programmes is provided by international faculty and the research they carry out. SBS works closely with Strathmore Research and Consultancy Company (SRCC), which also undertakes research and maintains links with industries so as to keep our learning at the cutting-edge.



A modern, multi-story office building interior with a large atrium, glass railings, and people walking. The architecture features clean lines, white walls, and yellow accents. The space is bright and open, with large windows and glass railings. People are seen walking on different levels, and there are potted plants in the foreground. The overall atmosphere is professional and collaborative.

*Highest level of  
interaction, challenge  
and learning that will  
differentiate us from just  
being good leaders or  
workers to being ethical,  
inspirational and effective  
leaders.*

Angela Gachui, Seven Seas Technologies



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