

► OVERVIEW

INTRODUCTION

The Executive Development Programme (EDP) is the top tier of a continuous development plan at USB Executive Development (USB-ED). This comprehensive programme brings high-calibre executive managers with strategic management responsibilities together, to engage with top facilitators in three important areas: strategic leadership, the formulation of strategy and the implementation of strategy.

WHAT SETS THIS INTERVENTION APART?

This programme equips participants with integrated strategic management skills that will enable them to position their organisations to compete more successfully in a highly competitive global environment.

PAST PARTICIPANTS' COMMENTS

"This programme will propel me into new heights of leadership. As an executive, this was long overdue. I recommend this programme to all those in executive positions." – Rojas Manyame, General Manager: Regulation, Electricity Control Board.

"World-class lecturers. The knowledge imparted cannot be found in books. Networking opportunity at the highest level, and the opportunity to learn best practices from peers is invaluable." – Libertha Kapere, Company Secretary, Namdeb Diamond Corporation.

"The academic rigour and industry knowledge of all facilitators is world-class. Even more exciting was the opportunity to network with current and emerging corporate and government leaders in South Africa." – Quinton Mageza, Chief Director, Eastern Cape Department of Roads and Public Works

► WHO

WHO SHOULD ATTEND?

This programme is aimed at busy, successful executives with strategic management responsibilities who want to update their knowledge, skills and professional networks.

ADMISSION REQUIREMENTS

No formal tertiary qualifications are required. Candidates must have relevant experience and must have held a senior and/or executive management position for at least two years. Sound general knowledge/experience of functional management (marketing, finance, human resources, etc.) is a further entry level requirement for admission. Admission is subject to a selection process which may include a personal interview.

FACULTY PROFILE

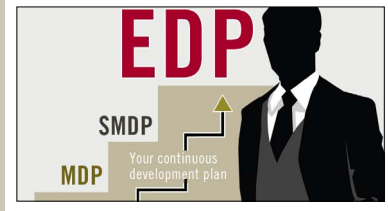
The faculty is selected based on their international experience, knowledge and research output
Dr Sarah Riordan | Dr Lloyd Chapman | Prof Johann Coetzee | Prof André Roux | Mr Martin Butler
Prof John Westwood | Prof Dave Flynn | Ms Barbara Folscher | Dr David Venter | Mr Steyn Heckroodt
Dr Arnold Smit | Guest speakers

Please note that this faculty list is subject to change.

► BENEFITS

CERTIFICATION

On successful completion of the programme, participants will receive a certificate from the University of Stellenbosch.



WHEN & WHERE

CAPE TOWN

1st study school: 14 – 25 May 2012

2nd study school: 13 – 24 August 2012

Class times: 08:15 – 17:30

FEES

FEES

R57 900

Please note that programme fees, faculty and dates are subject to change.

ENQUIRIES

CONTACT PERSON:

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HOW WILL YOU BENEFIT?

After successfully completing this programme, participants will be equipped to:

- assess and develop their own leadership competencies
- maximise their critical thinking ability
- make high-level and critical management decisions
- have a broader outlook that spans many leadership challenges
- identify the organisational strategy and strategic direction of an organisation,
- evaluate the validity of this strategy, and recommend future strategies
- demonstrate knowledge and understanding of the strategic dimension of the functional management fields, and systemically align the functional strategies with the overall business strategy

Participants will also have the opportunity to:

- broaden their networks

INTERNATIONAL STUDY MODULE

Executive and Senior Management Development Programme alumni have the opportunity to partake in an optional study module abroad. The module takes place between June and July each year. Attending lectures at leading business schools and company visits will form part of the itinerary. This study module complies with the EQUIS recommendation of international exposure to top-level business schools. The annual study module is arranged by the USB's International Affairs Office. Registration for the international module closes in January.

► WHAT

CONTENT OVERVIEW

The programme focuses on the development of personal effectiveness and leadership. Participants are equipped with practical tools to facilitate the process of strategic analysis, strategy formulation and strategic transformation; the formulation of a corporate business unit and functional strategy (marketing, finance, human resources); the implementation of strategy (culture, ethics, structural development and the management of diversity); optimal regulation of approaches to strategic management; and management of information systems.

This includes the following:

EXECUTIVE COACHING

PERSONAL MASTERY

Gain insight into your own leadership profile, develop career opportunities and learn about effective communication

STRATEGIC LEADERSHIP

The role of leadership in the organisation; realities of business leadership roles; strategic high performance leadership in practice; managing organisational culture; aligning context, roles and competencies for leadership effectiveness; the role of emotional intelligence

GLOBAL ECONOMIC TRENDS

Building blocks of an economy; quantification in economic reasoning; markets in the economic process; macroeconomic perspectives; money and financial markets; role of the public sector; international trade and finance; what scope for economic policy?

COMMERCIAL NEGOTIATION STRATEGIES

SUSTAINABILITY

FINANCIAL STRATEGIES

Financial management and value creation; understanding financial statements; driving financial performance; making value-creating investment decisions; the drivers of cost of capital

STRATEGIC MARKETING

Marketing trends in the new economy; the contribution of marketing to the strategic management process; online marketing strategies; measuring marketing success and efficiency

STRATEGIC MANAGEMENT

Components, logical process and contents of strategic management, i.e. analysis, formulation, implementation and control; the integrative nature of strategy; the impact of increasing environmental turbulence; e-business and application of real-time strategy; driving strategic change

SYSTEMS THINKING

Please note: In order to keep the structure and content of the Executive Development Programme relevant it is subject to change.

ASSIGNMENTS

Participants will be required to complete individual as well as group assignments in order to obtain a certificate of competence from the University of Stellenbosch.

NQF ALIGNMENT

This programme is presented on the complexity level of an NQF 8.

► FEES

FEES

R57 900

Fees include programme fees, programme material, lunch and refreshments, and are payable before the commencement of the programme.

CANCELLATION POLICY

It is of utmost importance that USB-ED be formally notified of cancellation 14 days prior to the commencement date of the programme.

A cancellation fee of 10% will be payable for cancelling fewer than 14 days prior to the commencement of the programme.