Executive Development Programme

High-calibre executives with strategic management responsibilities are invited to enrol for this programme to maximise future opportunities for themselves and their organisations.

PARTICIPANT PROFILE

The flagship Executive Development Programme (EDP) equips participants with integrated strategic management and leadership skills that enable them to align their business practices to compete more successfully in a highly competitive global environment. The programme includes personal career coaching, as well as an optional international study tour in the following year.
Programme content

During the programme, you will learn from the expertise of highly successful academics and the personal experiences of top business leaders. This will equip you to merge these insights into your own leadership behaviours and management styles. You will also be equipped to integrate executive coaching into your organisational context and to apply ethical reasoning to strategic thinking about the role of business in society.

A learning process facilitator (LPF) is present for the duration of the programme to serve as a learning coach with respect to application, analysis and synthesis of knowledge. This is central to the action learning process.

Participants will be required to complete assignments and a group business-driven action learning (BDAL) project.

The programme covers the following subject areas:

Managing digital strategies
Justifying the changing role of technology in business and knowing how to plan for this change at a strategic level; comparing the alignment between information systems and business strategies

Marketing trends in the new economy
Understanding the role and contribution of marketing as a concept within the strategic management process; integrating ethical reasoning into strategic marketing decisions

Career mapping
Identifying and evaluating appropriate career management frameworks in order to pursue appropriate personal career management strategies; utilising structured reflection as a decision-making tool

Effective negotiation strategies
Undertaking integrated, value-enhancing, relationship building and principled negotiations; applying universal principles of persuasion to get parties to agree to mutually beneficial agreements

Executive coaching and personal mastery
Evaluating coaching frameworks and models underpinning professional coaching practice; developing and appraising an executive coaching strategy to address identified needs

Strategic management
Formulating, integrating and applying strategy; relating key strategic concepts to a particular business and applying them.

Systems thinking
Evaluating systems; justifying cognitive strategies and applying the tenets of systems thinking; appraising system evolution; considering emergent futures and predicting possible future states of a system

Global economic trends
Comparing the meaning of economics and economic systems and explaining how economics influence all stakeholders in society

Financial strategies
Appraising the drivers of business success and calculating an array of metrics to measure this; defending and applying the drivers of costs and stakeholder value; evaluating the component costs of capital and their application to capital investment decisions

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Facilitators

The programme is facilitated by world-class local and international faculty and guest speakers. Anticipated faculty include:

- **Prof Piet Naudé (Doctor Theologia).**
  Areas of expertise: ethics related to politics, economics and business

- **Prof Andre Roux (PhD in Economics).**
  Areas of expertise: economics; futures thinking; environmental scanning; defence economics

- **Dr Sarah Riordan (PhD).**
  Areas of expertise: career psychology; career management; human capital management; organisational development; work and gender

- **Prof Dave Flynn (MBA).**
  Areas of expertise: financial management; financial accounting; portfolio management and investments

- **Prof Anton van Niekerk** is a professor of Philosophy.
  Areas of expertise: philosophy of the human sciences; ethics

- **Mr Martin Neethling (MBA).**
  Area of expertise: strategic marketing

- **Dr Mélani Prinsloo (PhD).**
  Areas of expertise: marketing; customer relationship management; business development

- **Dr Morne Mostert (PhD).**
  Areas of expertise: systems thinking; strategic thinking; futures thinking

- **Mr Martin Butler (MBA).**
  Areas of expertise: information systems management; innovative management; project management; systems thinking

- **Dr Lloyd Chapman (PhD in Executive Coaching).**
  Areas of expertise: individual and team executive coaching; work-based learning; stress management

- **Ms Sarah Babb (PDM; MBA).**
  Areas of expertise: self-leadership; personal mastery; transforming leadership culture; leading change; leading for the future

- **Prof David Venter** (master’s degree in Psychology) is a registered psychologist.
  Areas of expertise: negotiation; conflict dispute resolution

- **Dr Morne Mostert (PhD).**
  Areas of expertise: systems thinking; strategic thinking; futures thinking

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Certificate of Competence

On successful completion of the programme (which requires attendance of all classroom-based study blocks as well as passing of all assignments), you will receive a certificate of competence from Stellenbosch University. On completion of the programme, participants become USB-ED alumni.

Admission Requirements

No formal tertiary qualifications are required. Candidates must have relevant experience and must have held a senior or executive management position for at least two years. Sound general knowledge or 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.

Please note that programme fees, faculty and dates are subject to change
INSPIRING THOUGHT LEADERSHIP ACROSS AFRICA

At USB Executive Development (USB-ED) you will join a proudly African company that shares in the rich heritage and academic rigour of Stellenbosch University, yet offers the entrepreneurial culture of business. USB-ED was established as the designated public executive education provider within the University of Stellenbosch Business School (USB) in 2001. The company’s footprint has since expanded across the continent, with local presences in South Africa (Cape Town, Johannesburg and Durban), in Addis Ababa, Ethiopia and in Dar es Salaam, Tanzania.

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.

For more info, visit us at: www.usb-ed.com