



Center for Executive Education

STRATEGIC MANAGEMENT DEVELOPMENT PROGRAM



United States
International
University-Africa

Education to take you places

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ABOUT THE PROGRAM

Globally, there is a vast number of challenges that mid-level managers face during their day-to-day engagements in their workplace, including effective strategies implementation, managing conflicting expectations, and ensuring optimal team engagement, all while often lacking the necessary skills, resources and support.

The Strategic Management Development Program (SMDP) at the Center for Executive Education is meant to give solutions to the said challenges for mid-level management, and it empowers you to take charge of your future as a manager.

It teaches you how to inspire productive and meaningful change within your organisation gives you the best skills on how to lead the implementation of the organisational strategic plan as a manager. By the end of this program, you will have the skills, knowledge, and confidence to enter into a new strategic level of leadership.



AIM OF THE PROGRAM

The primary aim of the Effective Management Development Program is to enhance the effectiveness of the manager through the impartation of managerial skills and competencies, building leadership capabilities, and preparing managers for future strategic leadership roles, ultimately contributing to improved organisational performance and effectiveness.

TARGET AUDIENCE

- i. Middle-level managers
- ii. Managers aspiring for higher strategic leadership roles
- iii. Professionals aiming to enhance their skills for future strategic leadership roles



LEARNING OUTCOMES

The program offers a positive outcome to both you and your organisation.

To the Organization

Because of your pivotal role between strategy and implementation, the investment you make in cultivating your individual performance, through this program, together with that of the team you lead, will have an impact across the organisation as your influence sets the tone and builds team confidence throughout the organisation for enhanced delivery and success.

To the Professional

Help you adapt your own behaviours. Since you are at the point between executives and the front-line employees, you often confront organisational complexities, misalignment, and change management challenges. This friction can uncover personality triggers that can be hard to manage if you are not taught how to modulate and cope.

You get an opportunity to network and debate with industry experts from different industries and functional areas from across Kenya and sub-Saharan Africa.

MODE OF DELIVERY & DURATION

The program spans four modules over eight months, with each module lasting five days and incorporating a blend of three days on campus and two days online/zoom. One module is delivered internationally through partner institutions in South Africa, Europe, or the USA, providing a global learning experience, while the other three modules are conducted at USIU Africa Campus, offering a balanced mix of local and international engagement.



The training program combines industry expert-led and faculty instruction with diverse learning methods like case studies, videos, simulations, role plays, and group discussions to provide a dynamic and practical learning experience. The inclusion of coaching from seasoned professionals further personalizes the training, helping participants apply concepts effectively and develop their skills in real-world scenarios.

COURSE CONTENT & PROGRAM DATES

Module 1: Understanding the Perspective and Landscape of Business in Crisis. (11th-15th Aug 2025)

Module 2: Understanding the art of upward and downward management. (17th-21st Nov 2025)

Module 3: Understanding how to manage organisational strategy. (16th-20th 2026)-International Module-South Africa

Module 4: Learn how to lead organisational change and inspire high-performing teams. (18th-22nd May 2026)



COACHING

Participants will spearhead a strategic project within their organization during the program, guided by a designated Coach to ensure successful implementation and growth. The project is designed to generate meaningful organizational impact while supporting the participant's professional development goals, fostering leadership skills and aligning personal aspirations with organizational priorities.

ADMISSIONS

We admit applicants on a rolling and space-available basis. You are therefore advised to submit your application as soon as possible.

The admissions process is based on your professional experience and achievement, your responsibility in the organisation, and the admissions criteria for each program as described in the Target Audience. There are no formal educational requirements for this program offered by the USIU-Africa Center for Executive Education.

INTERNATIONAL PARTICIPANTS

Accommodation: The university does not run student hostels but will assist you in securing affordable accommodation at your own expense for the short duration of your stay.

Language of Instruction: United States International University utilizes English as its primary language of instruction, making it essential for students to be proficient in English to effectively engage with academic materials, participate in discussions, and complete coursework successfully.

PROFESSIONAL CERTIFICATION: BUSINESS MANAGEMENT PROFESSIONAL (BMP) (OPTIONAL)

We will issue certificates on the Strategic Management Development Program (SMDP); however, for those who are interested in getting the title **Business Management Professional (BMP)** will be required to take a multiple-choice application exam at a separate cost of US\$250.

The certification is offered by an American Certifying Body in conjunction with United States International University.

The fee includes the program Delivery, lunches, coffee breaks and accommodation during the international module. Air tickets for the international module are NOT included and will need to be organised by participants separately.



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information

Cost

KSHS/= **360,000**