ABACUS BUSINESS SCHOOL

"Knowledge and Works"

PROSPECTUS
2017/18

www.abs.ac.ug
“We delight in the beauty of the butterfly, but rarely admit the changes it has gone through to achieve that beauty.

Maya Angelou
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Kampala City-Uganda
ABS’s executive programs are intended for the practicing professional who needs to address real workplace issues and create shareholder value in a way that enhances his/her personal worth.

As such the programs involve one to one mentoring, short term executive training in topical areas like leadership and emotional intelligence (EQ), public sector management, project management, human resource management, communication and monitoring and evaluation.

We also create tailor-made programs, built for specific client needs and emerging economic issues that need debate and contextualization.

Alongside these, we are cognizant of the importance of intellectual development and excellence and have put in place the Abacus Executive Masters in Business Administration (EMBA), which is a first in the region on account of how it engages the working executive with his environment.

To ensure a truly international experience, ABS has partnered with several international business leaders in the field of executive education to provide you with a world class product. These include LRMG, the purveyors of Harvard Business School long distance learning programs, and the Institute of Strategy and Competitiveness (USA) distance learning programs.

We have also teamed up with the Indian Institute of Management, Ahmedabad (IIMA) which is ranked 12th in the world for executive business education programs. Our other partners include Strathmore Business School and the University of Sunderland.

We are confident that through our partnerships, together with the recruitment of an international team of experienced academic faculty, we will be able to work with you to open new frontiers in executive leadership in the region and beyond.

ABS’s executive education programs are designed to be participatory, involve an applied research agenda and a
keen understanding of the qualities that bring out the full potential of business leaders and their institutions.

Building on our many years of experience in accountancy, ethics, finance, information and communication technology, leadership and management, we aim to provide world-class standard business executive education in a local setting.

Our faculty has made the classroom at ABS a special place where learning is an enjoyable, intense, and interactive engagement.

The learning experience goes beyond simply providing skills, tools or knowledge. We aim to develop leaders for tomorrow, who passionately believe that this is Africa’s time.

The educational foundation we aim to create is for a lifetime of leadership in a challenging and rapidly changing world.

“Welcome to our World, welcome to ABS™.
OUR VISION:
Inspiring leadership, transforming lives,

MISSION
To provide practical higher education, research and scholarship relevant to the resolution of our continent’s challenges.

OUR VALUES
• Quality in everything we do
• Understanding and respect for our stakeholders
• Advancement of our society
• Leadership in knowledge
• Integrity
• Testament to society through sustainable involvement
• Yes we can! (belief in what we do)

OUR PHILOSOPHY
• To serve and change our society through the transfer of meaningful and practical knowledge based on emerging trends and practices.
• We wish to create upstanding leaders with initiative and capacity to transform African society.
• Our clients must leave the education environment with the capacity to create value and serve. We will provide value for money in an ethical manner.
• We will benchmark and collaborate with other World reknown institutions to create a better and prosperous Africa.
ABS™ is dedicated to quality and provides its stakeholders with an enriching experience based on leveraging our resources and those of our partners. We believe that Africa is the next frontier and those who are prepared will write its history.

The ABS promise to our stakeholders is based on the following.

1. Collaborations and delivery of joint educational programs with World class business schools/institutions.

2. Teaching based on student inquisitiveness and inquiry, a practical curriculum and real world challenges.

3. An approach driven by our access to ICTs and the institutional memory of our partners.

4. Ensuring that our students participate and acquire the right knowledge through involvement and exposure to the community.

5. An approach, cognizant of our heritage and values.

6. A pedagogical approach based on effective training, including use of case studies and practical work experience.

WHAT MAKES US DIFFERENT?

- Focus on applied research
- Combining academic rigour with real-life applications and problem solving
- A network of executive practitioners in our faculty
- Excellent training facilities
- A serious commitment to the individual and the community
PUBSEC/101: ACCOUNTABILITY AND COMPLIANCE

We do assist senior civil servants in improving their organisation’s corporate governance and in minimising their operational risk, as well as increasing accountability and transparency in the public eye. Alongside the perennial challenges of combating fraud and preventing corruption within organisations, there are also ever-evolving threats linked to new technologies, such as cyber crime.

The ABS™ faculty reflects contemporary best practice in the fields of ethics, accountability, compliance and audit and our programmes are designed in line with the specific needs of the developing world.

PUBSEC/102: BIG DATA

Data is the single most important natural resource of the future! More data now cross the internet every second than were stored in the entire internet 20 years ago.

At ABACUS we Share with you what experts say about Data, Challenge your assumptions to business analytics, Shape the next agenda for adoptability, and help you create a new culture for decision making.

PUBSEC/103: COMMUNICATION

Clear and transparent communication – both internal and external – is a vital component for government ministries, departments, agencies and the corporate sector alike.

The exponential growth in 24/7 media channels and the power of the internet mean that key information must be communicated quickly and accurately, while simultaneously being tailored for different mediums to convey the appropriate messages with maximum impact.

We have also increased our focus on delivering the right messages to your communities and other stakeholders.

Our respected strategic communication programme has been updated to include the vital responsibility of citizen engagement.

This will rotate around areas like effective speech writing and speech making for leaders, public relations and working with the media, internal communication management, and citizen engagement and strategic communication.
PUBSEC/104: ETHICS AND GOVERNANCE

Ethics and governance are becoming more and more critical to the survival of the business. Corporate leaders never know when reputational issues will sound the death knell of their business. It may be outright corruption or cutting corners. The graveyard of commerce is full of businesses that were ‘too big to fail’ or too big to exist is a better word?! What happened? In many cases, the choices and path their leaders chose, led to a titanic eventuality. What would the prudent man have done?

PUBSEC/105: FINANCIAL MANAGEMENT AND PROCUREMENT

Effective financial management, procurement and budgetary controls must be rigorously enforced and regulated if they are to advance the capabilities of both the public and private sectors in supporting national prosperity and growth.

Multilateral development organs such as the World Bank and the IMF emphasise the need to strengthen the finance profession in developing economies in order to achieve a stable and stronger financial performance – fundamental to the delivery of robust public services.

ABS has unparalleled experience in public sector financial management, which has informed the content of our related learning programmes. Through developing and sustaining integrated financial management, procurement and, where needed, revenue generation systems, we can help you build your organisation’s capacity and financial performance.

PUBSEC/106: LEADERSHIP IN THE PUBLIC SECTOR

Today’s leaders face increasing global economic, social and political challenges. Developing an effective leadership team capable of responding to these challenges is critical to an organisation’s health.

Success depends upon having a clear strategy and a culture that empowers managers to use their skills effectively and nurture the development of future leaders.

Alongside the ‘traditional’ expectations of leaders to improve productivity, in the 21st Century other competencies have come to the fore, including the vital capability to lead and manage change within an organization, from planning through to implementation.

At ABS™ we have a reputation for developing leaders and thus building institutional capacity.

PUBSEC/107: PROJECT MONITORING AND EVALUATING

Monitoring and evaluation (M&E) is a process that improves performance and helps achieving results. It is mainly used to assess the performance of projects and programmes set up by governments, international organisations and NGOs.

ABS has an unparalleled experience in public sector financial management, which has informed the content of our related learning programmes. Through developing and sustaining integrated financial management, procurement and, where needed, revenue generation systems, we can help you build your organisation’s capacity and financial performance.

M&E learning programmes help creating a well-functioning M&E system that is a critical part of good project/programme management and accountability. Topics to be covered include but not limited to the complete project management cycle, project and programme management, project risk management.
PUBSEC/108: PUBLIC SECTOR REFORMS IN UGANDA

Driving performance improvement with reduced budgets and limited resources is now very much the norm which has force public sector organisations to undergo a paradigm shift.

Public sector reform training programs help explain the rational for reforms and how these reforms have been managed successfully. Examples in public financial management reforms, Improving public service delivery, and managing information assets: effective records management, public privatepartnerships: policy issues and options.

PUBSEC/109: THE ECONOMY OF COLLABORATION: PUBLIC, PRIVATE AND CSO PARTNERSHIPS

In modern business, collaboration is next to godliness. Firms shove their staff into open-plan offices to encourage serendipitous encounters. Managers oblige their underlings to add new collaborative tools such as slack and chatter to existing ones such as e-mail and telephones. Management thinkers urge workers to be good corporate citizens and help each other out all the time.

The fashion for collaboration makes some sense. The point of organisations is that people can achieve things collectively that they cannot achieve individually. Talking to your colleagues can spark valuable insights. Mixing with people from different departments can be useful. But this hardly justifies forcing people to share large noisy spaces or bombarding them with electronic messages. Oddly, the cult of collaboration has reached its apogee in the very arena where the value of uninterrupted concentration is at its height: knowledge work. Open-plan offices have become near-ubiquitous in knowledge-intensive companies. Facebook has built what is said to be the world’s biggest such open space, of 430,000 square feet (40,000 square metres), for its workers.

PUBSEC/110: MAKING PUBLIC POLICY AND THE ECONOMY OF COLLABORATION: PUBLIC, PRIVATE AND CSO PARTNERSHIPS

In today’s demanding political environment, along with the myriad of demands on civic leaders’ time and attention, municipal elected officials are often challenged to acquire the depth of information required to become a well-informed civic servant. Many civic leaders were elected based on a single topic or issue that they may know about, only to find themselves launched into an environment in which they are expected to have a depth of knowledge in a variety of complex, public policy and governance issues.
THE EEPs FOR THE PRIVATE SECTOR

PRSEC/101: EMERGING LEADERS

When you first become a leader, you experience many subtle and not-so-subtle changes in your authority, responsibility and status. However, along with the excitement comes the unknown challenge of a new position.

This program has been developed to assist businesses to improve their ‘bench strength’ amongst their up and coming leaders, by helping individuals realize their role is changing and giving them insight into the necessary leadership competencies.

PRSEC/102: ETHICS AND GOVERNANCE IN THE PRIVATE SECTOR

It is a well-known fact that management plays a vital role in shaping the future of any organization as the optimum utilization of all resources hinges upon the efficacy of the management.

The core of a successful management lies in its clarity of vision, plan of action and more importantly execution of the plan of action – the real gamut of operations as it were, and it is here that the importance of corporate governance and ethics comes into being.

Organisations are managed by Policies, guidelines and systems. These are dynamic instruments, and therefore need to be reviewed from time to time to gauge their efficacy to the said organization.

PRSEC/103: FAMILY BUSINESS

For every flourishing business you see is testimony that someone in the family one day in the past took a bold and courageous decision to make a lifetime valued – take the plunge!!

The purpose of this program is to support the Family Business in addressing basic family business governance issues with their family business clients.

PRSEC/104: INFLUENCE & NEGOTIATION

Successful leadership is about negotiation. Effective negotiation skills enable you to build, maintain and improve business relationships. From a chat over coffee to closing a deal at the boardroom table, negotiations are the backbone of strong leadership in any organisation. The program helps you to understand and apply valuable negotiation tools and also to develop the wisdom to decide which ones to use and when.

Based on decades of negotiation research, this program examines the drivers of successful negotiation and influence, in both competitive and relationship-driven contexts. You will also enhance your skills in strategic negotiations, dispute resolution and influence to lead with increased impact.
PRSEC/105: PEOPLE & PRODUCTIVITY

Great organizations start with great ideas, but are sustained only through the dedication and passion of great people. Even though your people are the resource that never gets counted, they are the resource that counts most in your organization. Manage this resource poorly and the results reflect in the bottom line. This course is about motivating and getting the best out of your most valuable resource — your people. At the end of the day, productivity is the only metric that is going to tell you apart from the competition.

PRSEC/106: PRIVATE EQUITY

Private equity is an investment asset class in which private capital is invested into a privately-held business in exchange for ownership in the said business. Private equity firms primarily create value for a company by instituting operational improvements, leveraging their network and portfolio, and using financial engineering.

PRSEC/107: STRATEGY & CHANGE MANAGEMENT

Our strategy and change management Program enables participants to understand how companies can successfully control the installation of new processes to improve the realization of business goals. These programs cover the devising of change initiatives, generating organizational buy-in, implementing the initiatives as seamlessly as possible and generating a repeatable model for ensuring continued success in future change efforts. A change management program allows leaders to help people succeed, showing where and when trouble is likely to occur and laying out a strategy for mitigating risks and monitoring progress.

PRSEC/108: TRANSFORMING SME’S

To compete with global rivals including larger firms, SMEs must do things differently from the past. That means adopting technologies that once were out of their reach. It means rethinking business models and go to market strategies to enhance growth prospects. And it may mean enduring some growing pains. A significant force driving transformation is the democratization of technologies like business management software and business analytics, which previously were too expensive and complex for many SMEs.

PRSEC/109: CORPORATE GOVERNANCE AND THE BOARD AGENDA (BY INVITATION ONLY)

Our flagship corporate governance program gives board directors a new perspective on their role—along with frameworks to help them position companies for long-term success. Recognizing the demand for increased board leadership, this program prompts you to examine growing challenges, prioritize board responsibilities, and learn from the practices of successful boards. Participants gain insight into how to execute strategy, develop top talent, and enhance enterprise value.

PRSEC/110: INCREASING CUSTOMER VALUE WITH BIG DATA

Big data is impacting business on all fronts. As businesses expand their presence more into the world of social media, and online customer interaction, the greater the level of consumer/customer behavior that can be monitored, allowing businesses to better
anticipate customer needs throughout the product life cycle. Many businesses that have deployed big data are reaping rewards in the following areas:

- Ability to shorten supply chain lead times and optimize stock cycles
- Bringing customers together with targeted offerings
- Optimizing advertiser reach, effectiveness and relevance
- Creating new lines of business by understanding customer’s consumption behavior

**PRSEC/110: FINANCIAL LITERACY**

Many of today’s blue and white collar workers are mired in debt. The proliferation of easy credit means that employees have lost control of their finances. A larger and larger proportion of these workers spend more than 60% of their pay servicing debt from both legitimate and illegitimate sources. The debt problem ends up affecting the productivity of employees and endangering the companies’ assets. These people are in this position because they have not been trained to deal with their finances and are experiencing financial stress.

Financial stress is widespread. This impacts your company’s bottom line and negatively impacts the workplace environment and leads to lower satisfaction with pay, lower commitment levels, higher risk of employee theft, unhealthy coping behaviors (such as alcohol and drug use) that spill over into the workplace, and wasted time spent on personal financial issues during work hours.

Proactively addressing your employees’ financial wellness concerns can improve their sense of well-being and transform your work environment over time. A comprehensive employee financial education program also helps provide your employees with unbiased financial education, which in turn helps improve productivity.

Our Financial Literacy offering, which is one of our (Employee Wellness Programs) has been designed to give your staff the following benefits.

- Help employees appreciate the reason they work for the organization
- Boost your employees financial confidence
- Appreciate the basics of financial management
- Understand the cost of money and the different financial options
- Manage their personal finances better and prepare for retirement

**PRSEC/111: THE NEUROSCIENCE OF TRUST: WHY PEOPLE DON’T TRUST YOU**

Companies are twisting themselves into knots to empower and challenge their employees. They’re anxious about the sad state of engagement, and rightly so, given the value they’re losing. Consider Gallup’s meta-analysis of decades’ worth of data: It shows that high engagement—defined largely as having a strong connection with one’s work and colleagues, feeling like a real contributor, and enjoying ample chances to learn—consistently leads to positive outcomes for both individuals and organizations. The rewards include higher productivity, better-quality products, and increased profitability.

So it’s clear that creating an employee-centric culture can be good for business. But how do you do that effectively? Culture is typically designed in an ad hoc way around random perks like gourmet meals or “karaoke Fridays,” often in thrall to some psychological fad. And despite the evidence that you can’t buy higher job satisfaction,
organizations still use golden handcuffs to keep good employees in place. While such efforts might boost workplace happiness in the short term, they fail to have any lasting effect on talent retention or performance.

PRSEC/112: LEADERSHIP AND EMPLOYEE ENGAGEMENT

Research in organizational behavior has long been focusing on exploring how employees’ perceptions of their leaders influence their work-related thoughts and behaviors.

These studies tested a mediation model linking leader charisma to organizational citizenship behaviors (OCB) via work engagement. The authors administered 91 participants the Multifactor Leadership Questionnaire, the OCB Scale, and the Work Engagement Scale.

The results indicated a significant positive relation between charismatic leadership and work engagement, between work engagement and OCB, and between charismatic leadership and OCB. Results also indicate a full mediation of leadership's effects on OCB via work engagement. This mediation relation suggests some of the mechanisms of charismatic leadership, and it provides an interesting avenue for future research.

PRSEC/113: UNDERSTANDING ADVOCACY; THE NEXT STRATEGY FRONTIER

Advocacy is any attempt to influence public policy and practice or any other decisions of institutional elite. It involves the active espousal of a point of view or a course of action and can include high profile legal challenges and other openly political actions, as well as less visible, more subtle processes of influence.

Advocacy activities may be aimed directly at the decision makers or they may be seek to influence indirectly through shaping public opinion and voter intentions or by disseminating alternative models of policy and practices.

PRSEC/113: CYBER SECURITY AND GOVERNANCE

Modern organizations face the constant threat of cyber-attack. Creating an effective cyber risk strategy to mitigate the risk of cybercrime is the only way to ensure your survival, but cyber security management can be complex and costly. With so many standards, best practices and technical controls to choose from, how do you get started on your plan?

This program course delivers the knowledge and practical skills to develop and deploy effective cyber security risk management strategies. Drawing on real-life case studies, an experienced senior information risk consultant provides you with insights to enable you to create a blueprint for a plan that not only includes the implementation of technical measures (controls) but also takes into account the people, processes, governance, leadership and culture in your organization.

PRSEC/114: PERSONAL BRANDING

Your personal brand impacts your leadership style, the team or organization you lead, and ultimately how you choose to live your life. Personal branding is often thought of nowadays as a way of describing self-packaging – in other words the way in which people market and promote themselves to the outside world. Fine as far
as it goes, but for us, that’s simply the icing on the cake. It’s not so much a question of what others will buy in the market place. It’s more about your own motivation and what you really want to sell that matters.

Your personal brand is within your control and can be carefully shaped and crafted according to your guiding principles. When you become aware of what you stand for you start to create a management and leadership style that is completely unique and authentic. Then you can look at how to package it up and put it out there.

Everything you do can grow and reflect your personal brand: the projects you lead, the networks you develop, the customers you delight, the initiatives you take. And it is what other people will remember about you. All the time you’re learning, growing, building relationships, and delivering great results, it’s good for you and it’s great for the company.

This programme helps you design and communicate your personal value proposition – your footprint in the world.

PRSEC/116: ETHICS AND GOVERNANCE IN THE BOARDROOM

In an era when trust in business is at a premium, and scrutiny from stakeholders is ever wider and more intense, it has never been more important for organizations to behave in accordance with their core purpose and principles in order to protect reputation and trust.

Corporate governance is a vital mechanism through which boards can ensure that the behaviors of their workforce are aligned to the organization’s purpose and principles – and that corporate goals and values are translated into their people’s decisions and actions.

PRSEC/117: FINANCE FOR NON-FINANCE EXECUTIVES

Effective organizational management is an evolving practice, requiring complex skills and competencies to master. The objective of the proposed workshop is to work with staff and management to develop a deeper understanding of their stakeholders and the duty of responsibility they owe to the different interest groups. The workshop will introduce participants to insights about how successful organizations manage competing interests and ensure business continuity through EQ and value addition.

PRSEC/118: CORPORATE ETIQUETTE: THE FIRM, ITS PERSONALITY AND FACE

Every day, business deals are lost due to ineffective communication between employees and clients. We are committed to ensuring that your business avoids mishaps due to a lack of proper business etiquette. Our business etiquette training programs are customized for your specific needs and cover a wide range of topics including the importance of attitude, nonverbal and verbal communication guidelines, forms of address, telephone and email etiquette and more.

PRSEC/120: PROJECT MANAGEMENT

With the Project Management Program you will not only gain the requisite skills to ensure that projects are delivered seamlessly, but you will also be equipped with the necessary tools to manage projects on time and within any allocated budget. Unlike many project management courses that only emphasize knowledge, this comprehensive programme has been designed to develop both your project
management skills and insights, while empowering you with the necessary tools and techniques to successfully deliver any project.

PRSEC/121: CREATING THE ULTIMATE CUSTOMER EXPERIENCE

Everyone talks about creating a great customer experience, but few people really deliver one that’s special in any way. Creating an exceptional customer experience is pretty simple really – you only need to do one thing – pay attention.

We lose customers and erode what could be a great customer experience when we fail to pay attention to every possible way that our business comes into contact with a customer, or for that matter, a prospect.

PRSEC/123: CORPORATE ENTREPRENEURSHIP AND INNOVATION MANAGEMENT

Individuals with entrepreneurial skills are of vast importance in a society characterized by increasing uncertainty and rapid change. Entrepreneurial skills enable the successful discovery and exploitation of opportunities in the market as well as driving innovation and business development projects in existing corporations.

PRSEC/125: FAMILY BUSINESS: FROM GENERATION TO GENERATION

In a business environment characterized by intense competition and complex dynamics, family-owned companies face unique challenges. During this program, you’ll learn how to leverage the strengths of family business management and successfully implement practices that drive high performance, shareholder loyalty—and healthy family relationships.

PRSEC/126: FLEET MANAGEMENT AND CERTIFICATION

The Fleet Management programme will provide you with an analysis of the motor industry, as well as an in-depth understanding of Vehicle Selection and Procurement, Maintenance Management and relevant systems.

Every company that manufactures products or supplies manufacturers requires the services of a fleet manager. This means that people in this industry are sought after for their ability to manage the practical demands of vehicle selection and management, procurement and maintenance, this Diploma is ideal answer to the demand.

PRSEC/127: 3RD ANNUAL EXCELLENCE IN CORPORATE MANAGEMENT WORKSHOP

Today’s corporate executive operates in an increasingly uncertain and complex business world. Technology, globalization and constant change have made the business of managing teams and companies more complex and demanding.

The ‘New Corporate Executive’ must be multi-talented and skilled. He/She must have the capacity to lift the team to a new level of performance and competitiveness and that involves the capacity to meet some of the following benchmarks.

PRSEC/128: FUNDAMENTALS OF CORPORATE FINANCE

This course will introduce participants to the fundamentals of corporate finance and
basic financial mathematics. Corporate finance studies financial markets and the investment and financing decisions faced by corporations. After an introduction to the field of corporate finance, the course will focus on the investment decision and financial calculations. By determining cash flows and discounting or compounding them with the appropriate discount rate, market values can be determined. The course will prepare students for simple financial calculations in the business practice and for the more advanced course in corporate finance in the master programme.

PRSEC/129: DEVELOPING AND MANAGING BRANDS

Branding is much more than designing a logotype and choosing a slogan. Branding is a means to create and deliver a promise of value to customers. Marketers have begun to use branding to enhance customers’ understanding of their products in a way that creates multiple cognitive associations between the brand and the product, which customers use as an input to decision-making. Therefore, this course focuses on the development and management of brands as valuable assets in delivering value to customers. It provides a thorough understanding of models of brand development and management and incorporates practical branding examples, so that students can make and evaluate branding decisions in the future. While the course is primarily offered to students undertaking a major in marketing, it is also offered to any students with an interest in marketing and/or management.

PRSEC/130: STRATEGIC MANAGEMENT OF OIL AND GAS ASSETS

Selecting, planning and implementing strategy are critical functions for petroleum organisations confronted with dynamic markets and increasing international competition from new entrants in upstream and downstream sectors. Effective strategic management is the key to aligning stakeholder expectations with corporate capabilities, performance and market conditions.

PRSEC/130: ENTERPRISE RISK MANAGEMENT

Addresses all major ERM activities: risk framework; risk governance; risk identification; risk quantification; risk decision making; and risk messaging. Introduces an advanced yet practical ERM approach based on the integration of ERM and value-based management that supports integration of ERM into decision making. Provides a context to understand the differences between (a) value-based ERM; (b) traditional ERM; and (c) traditional “silo” risk management.

PRSEC/130: ACHIEVING SUCCESS: FROM GRIT TO GREAT

Rapid changes in technology have created new employment and business opportunities that challenge each of us to find our place as citizens in the emerging society. Life in the 21st century presents significant opportunities, creates potential hazards, and demands that we face new responsibilities in ethical ways. Students explore the possibilities ahead, assess their own aptitudes and strengths, and apply critical thinking and decision making tools to help resolve some of the important issues present in our complex society with its competing interests.
THE MBA FOR EXECUTIVES

EMBA /101: LEADERSHIP AND BUSINESS STRATEGY

The success of any business today is predicated on the capacity of its leaders to envision what it is and what it ought to be. Can leadership be learnt or is it an inherent skill? This course examines how managers become effective leaders by examining how the decisions they make countermand the effects of culture and create shareholder value.

EMBA/102: LEADING COMPLEX ORGANISATIONS

This course enables students to develop the skills and concepts needed to ensure the ongoing contribution of a firm’s operations to its competitive position. The course is designed to help you begin to see the organisation as a whole and not simply narrow business functions. It helps them to understand the complex processes underlying the development and manufacture of products as well as the creation and delivery of services.

EMBA/103: CORPORATE FINANCE I

Finance is the lifeblood of the business, which supports the functional areas of operation. How do firms raise finance and is there an adequate capital mix the course is intended to foster an understanding of how financial decisions help create value.

EMBA/104: FINANCIAL REPORTING ENVIRONMENT (FRE)

Financial reporting is at the heart of financial decision making in the business.

The ABS Executive MBA is an 18-month course and has been designed to enable tomorrow’s leaders develop more clarity about the issue they face on a daily basis.

Decision-making is not child’s play and as every good leader knows, decisions are not linear. Patience and experience always come into play, because the decisions leaders make can make or break the company.

The EMBA uses a case method approach to explain the practical realities of business and through contact with practicing executives in the seminar series, they are able to work with real life situations and apply their knowledge to different scenarios.
It helps explain the past and forecast the future fortunes of the business. There are many stakeholders who need to make economic sense of a business in the context of the environment in which it operates. FRE provides a broad view of how stewardship operates and the implications of its attributes to the principal agent relationship.

EMBA /105: GLOBAL MARKETING

Marketing today is the most powerful tool for projecting a business. The most valuable businesses are those whose brands are most recognisable. Apple, Microsoft, Alibaba and the like are all where they are because of powerful marketing drives.

The objective of this course is to demonstrate the role of marketing in the company and examine the relationship between marketing and other functional areas. How does knowledge of buyer behaviour help create successful organizations? Today’s consumer is very sophisticated and privileged by an incredible array of choices, including information about the alternatives. How does the firm create a global effective marketing strategy?

EMBA /106/P: PROJECT I: MAKING OUR BUSINESS BETTER

The objective of the semester I project is to help the executive identify and solve a real life challenge/problem or improve a process in his/her workplace. The student should be able to show how his/her innovation appreciates shareholder value.

EMBA/201: ECONOMIC POLICY AND COMPETITIVENESS

How do governments make economic policy? Why are some countries able to transform while many are not able to change the fortunes of their people? Is there a preferred path of development? Why some countries emerging and others are ‘receding’? From managing corporations, we need to appreciate the role of moving up to managing macroeconomic systems.

This course introduces the executive to the economic environment of business to help managers understand the implications of policy decisions on their companies.

EMBA/202: DATA ANALYSIS AND MANAGEMENT DECISION

Use of analytics in business is becoming a critical requirement in highly competitive environment. It facilitates measure & improves performance through optimized decision making. Executives will learn a complete framework of analytics based decision making starting from understanding of problem, defining goal, designing an approach, data organization, choosing right mix of analytical techniques, analyzing data using excel or specialized tools, making inferences and finally making decisions.

EMBA/203: CORPORATE ENTREPRENEURSHIP AND INNOVATION

All successful businesses are about strategy. How do firms develop strategy and what makes for a successful strategy? Good strategy is about understanding the immediate environment and the opportunities it offers.
Strategies that work are about resilience and tenacity, tweaked for environmental nuances. Entrepreneurs who succeed are those who understand what their customers want and how to deliver it at the least cost.

This module challenges the executive to stop being risk averse and ask the right questions about how the organization can create value through sheer enterprise.

**EMBA/204: CORPORATE FINANCE II**

Corporate finance II is a follow up course to corporate finance I and is intended to improve the executive’s appreciation of the macro finance dynamics at play within and outside the industry. How does the manager synthesize and integrate signals from the market into the decision making process of the firm?

**EMBA/205: DYNAMICS OF BUSINESS AND SOCIETY**

While we try to understand today’s business and make sense of events, the business environment is dynamic and is actually changing at the speed of light! What will the firm of tomorrow look like? More important, what will our customers want to buy tomorrow and what will be their economic and social profile.

**EMBA/206/P: PROJECT II: SHARED VALUE**

Project II is about being relevant to the community and team building. Executives will be required to form teams and identify a community to work with. They will through their ‘dream team’ work with community leaders to develop a solution to a practical problem in a community.
TAILORED PROGRAMS

We at ABS understand the dynamic nature of the corporate world. As such, we appreciate that your training needs may not be aligned to our prospectus offering. That is why we have introduced the concept the tailored programmes. These are client driven and are designed to meet specific requirements as defined by you. Using your exclusive database of partner/consultants we will avail the specialists you need to address these requirements.

Our tailored programmes cover some of the following areas.

- Organizational development
- Social capital
- ICTs
- Emotional and social intelligence
- The energy and wellbeing agenda
- The DNA of collaboration
- Roasting your pay cheque
- Social & workplace etiquette
- Inclusion and embracing diversity
- Stress management
- Manage the business
- Executive leadership mentoring

TRAINING METHODOLOGIES

Our pedagogical philosophy is based on our understanding of how learning occurs. In the ABS™ environment, we expect that our students will be tutored using a variety of methods including the following.

1. Case studies
2. Project work
3. Audio - visual clips
4. Interactive discussions
5. Group discussions,
6. Face to face interactions (lecturettes)
7. Online and textural references, among others.

The ABS learning platform has been developed to store and deliver educational materials in the classroom and remote locations. Our clients are busy executive who need to create time to engage intellectually and the learning management system (LMS) is designed to provide the convenience they require.
OUR INSTITUTIONAL PARTNERS

1. CEO Summit (U)
2. IIMA  
   (Indian Institute of Management)  
3. University of Sunderland–UK  
4. LRMG / Harvard Business School

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