

ISBI Business Education Programs

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Institute for Small Business Initiatives

Advanced Program Syllabus

Institute for Small Business Initiatives

Strathmore Business School, Ole Sangale Rd. P.O. Box 59857 - 00200 Nairobi, Kenya

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OBJECTIVES

Entrepreneurship Module	Strategy Module
<ul style="list-style-type: none">✓ Effectively manage your time.✓ Differentiate between the investor and manager traits of an entrepreneur.✓ ROI	<ul style="list-style-type: none">✓ Understand Value Creation and Value Capturing✓ Understand value innovation strategy.✓ Establish the place of your business to the market.✓ Build capability to adopt to change.
Marketing Module	Negotiation Module
<ul style="list-style-type: none">✓ Understand your customers and their needs.✓ How to create value for your customers.✓ Carry out analysis of the external and internal environment that your business operates in.✓ Generate a marketing plan for your business.✓ Develop a Digital marketing strategy based on digital platforms mostly used by your target clients. Social Media marketing	<ul style="list-style-type: none">✓ Know what to expect in a negotiation.✓ Understand what is involved in a negotiation and how to prepare for a successful negotiation.
Individually Paced Module	
<p>Coaching Coaching will help you set personal and business priorities to achieve your goals.</p> <p>Consulting If you identified important improvement potential, but you need professional help to solve the problem and/or implement solution in the practice, consulting is right choice for you.</p>	



Thrity Engineer

Strathmore University Business School

Thrity Engineer began her marketing career over 18 years ago in the pharmaceutical industry where she rose within the ranks to head the marketing department of GlaxoSmithKline, a leading pharmaceutical manufacturing company, based in Nairobi, Kenya. Her areas of expertise include Strategic Planning & Execution, Brand & Corporate Communication and driving a profitable business. She has not only worked across the East Africa region but also on special projects that have covered countries in Sub Saharan Africa. In addition, she is a Chartered Institute of Marketing Tutor, helping to mold the next generation of marketing professionals.

Thrity holds a Bachelor of Science degree from the University of Nairobi, a diploma in sales and marketing from the Kenya Institute of Management, a postgraduate diploma from the Chartered Institute of Marketing. She holds the prestigious Chartered Marketer qualification and the first woman out of 10 individuals in Kenya with the coveted accreditation of Fellow of The Chartered Institute of Marketing. She has recently completed her Masters in Business Administration course in Employee Relations from University of Leicester. She has attended various courses in leadership, coaching and on corporate governance. She was part of a weeklong workshop at Instead Business School in Singapore. In 2011, she was recognized as one of Kenya's Top 40 women under 40 for her contribution to leadership initiatives.

Thrity has held several leadership positions including Chairman of the local residents association and Vice Chairman of The Chartered Institute of Marketing Kenya Branch. She has an interest in helping business owners get maximum benefits from the principles of marketing, adding to the bottom line in business. She recently set up a program at the work place bringing focus on women in leadership. She is also part of the steering committee for the 30percent club, a global initiative seeking to have more women in senior roles within leadership. Thrity is the founder and CEO of Thrity Engineer Consulting, a strategy development, communications and training consultancy which seek to work with companies to demystify marketing and create out of the box solutions for diverse clients across Sub Saharan Africa. Thrity likes to cook, write articles on marketing and enjoys being a mother to three boys.

BETTY MALOBA



Betty Maloba is a career Banker with 20 years industry experience in banking. She holds a Master's degree in International Business from the University of Nairobi and a Bachelor's degree in Agricultural Economics from Egerton University. Her focus areas include development of Micro, Small and Medium Enterprises. She has a wealth of experience having worked in both local and international banks over the period. Her interaction with Corporates, Public

Entities, SMES and Global Financial Institutions over the period is expansive. As part of her assignments, she was involved also in the development of the Warehouse Receipting Systems (WRS) 2019 Act.

As a consultant, she has worked with Mercycorps under a program called NUTEC-FS- Northern Uganda Transforming Economies Through Climate Smart Solutions - Financial Systems in the development of structured commodity finance for financial institutions in Uganda. This was done in partnership with a local Bank in Uganda. She has also worked with the Warehouse Receipts System Council (WRSC) to develop the warehouse receipts finance manual for adoption by the Participating financial institutions in Kenya. She participated in the study of the identification of Trade finance gaps/needs and possible solutions for exporters in Kenya, this was under a project by TradeMark East Africa (TMEA).

Currently, she is a consultant with the World Bank under the Somalia Capacity Advancement, livelihoods and Entrepreneurship Through Digital Uplift Project (SCALED-UP). Betty is an adjunct lecturer at Strathmore Business School-Institute of Small Business Initiatives. She is pursuing her PhD in Business - Entrepreneurship and Small Business Development at the University of Nairobi whilst at the she is an executive coach in training at CDI. Betty has been a mentor, under the Women in Leadership Mentorship programme. She is a member of Women On Board Network (WOBN).



Paul Ouma

Strathmore University Business School

Paul is a Strategy and Performance management consultant/trainer. He is a faculty member at Strathmore University and an executive education trainer at Strathmore University Business School. He has provided technical support and assistance in facilitating strategy workshops and preparing strategy, performance management and implementation plans for public and private institutions including the East African Portland Cement Company and Kenya Red Cross Society among others.

Paul is the Academic Director of the Top 100 Program at Strathmore Business School. He has over 15 years of local and international experience in corporate business strategy, business development and general management practice. He has handled leadership and senior management roles including being the General Manager of AAR Health Services Ltd in Rwanda, Country Manager, Utmost Insurance Company, Rwanda and HOD at Chartis Insurance Company, Kenya. He received the AIG East Africa regional top profit-centre award at AIG HQ in New York (USA). He had management responsibility for business development and customer care at AAR Health Services Kenya and Eagle Africa Insurance brokers Kenya. He has served in various boards including Royal Nairobi Golf Club and Kenya Rwanda Business Association (Rwanda/Kenya). He currently sits on the Helpage Kenya Limited board and is a member of the policy advisory committee to the board of Kenya Red Cross Society among others.

He holds an undergraduate and a post graduate degree, (Master of Business Administration, MBA) from the University of Nairobi with a specialization in Strategic Management. Paul is a qualified member of the Marketing Society of Kenya and is trained on building and implementing corporate strategy using the balanced scorecard.

He was trained in International Faculty Development Program in IESE Business School (Barcelona, Spain). Paul's current research, training and consultancy interests are in Corporate strategy formulation, strategy implementation, strategic performance management and Family business management.