


13-19
March 2021

CAMPUS This Week




**Mastercard Foundation
Scholars Program at USIU-Africa**
Open to young women only


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Scholars
Program



Mastercard Foundation Scholars Program at USIU-Africa launches a women-only student recruitment for the Fall (September) 2021 Intake

By the Scholars Program Oversight and Implementation Committee

United States International University-Africa (USIU-Africa) has partnered with the Mastercard Foundation in its global Scholars Program. This initiative will offer academically talented youth from Africa facing financial, gender, displacement, or disability constraints an opportunity to access world class university education.

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Psychology Department hosts Undergraduate students at semesterly baraza

By Dr. Peterson Mwangi

Every semester, Psychology Undergraduate students both taking Psychology as a major or a minor look forward to gather and discuss issues affecting them. This semester, the baraza was geared towards exploring the placement opportunities available for graduates with a BA in Psychology. The event, held on Friday, 12 March, was hosted by Dr. Peterson Mwangi, the BA in Psychology Program Coordinator, and attended by 165 participants.

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The impact of COVID-19, alcohol and drug abuse on the lungs

By the Counselling Department

E We are living at a time when the third wave of COVID-19 has hit our country with devastating results. It is therefore vital to observe the basic Ministry of Health protocols regarding prevention of infection and its spread.

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#WhereLeadersAreMade: Tony Gatheca, Co-founder and Chief Executive Officer of Transcend Media Group (TMG)

By the Alumni Department



Tony Gatheca has over 20 years in the advertising and communications sector. He is the CEO and Co-Founder of Transcend Media Group (TMG), which has a regional presence in 6 East African countries.

Tony Gatheca is the Co-founder and Chief Executive Officer of Transcend Media Group (TMG), one of the leading full service integrated marketing, advertising and communication agencies in Kenya with a regional presence in 6 East African countries.

TMG is affiliated globally to McCann Worldgroup headquartered in New York and Mullen Lowe Group headquartered in London. An enthusiastic marketing professional with over 20 years of experience in the industry; Tony has expertise in both Above the Line (ATL) and Below the Line (BTL) campaigns encompassing strategy, creative, media buying, public relations and digital marketing.

Tony has a Global Executive MBA in Strategic Management from USIU-Africa, in collaboration with SolBridge International School of Business, South Korea, having graduated in 2013 and an undergraduate degree in B.COM, Marketing and Business Administration from Daystar University in 1998.

He served as Chairman of the Marketing

Society of Kenya (2015-2017) where he instituted far-reaching policy reforms, forged new partnerships and restored credibility within the industry. He has sat in the boards of Kenya Audience Research Foundation (KARF), Advertising Standards Board, Super Brands Council and AIESEC. He is also a member of the Advertising Practitioners Association (APA) and Public Relations Society of Kenya (PRSK).

Dedicated to youth empowerment, Tony served as a judge and mentor in the inaugural 254 Youth Entrepreneurship Awards in 2019. With a passion of growing teams and dreams throughout the course of his career, Tony has developed award-winning advertising campaigns, engaging the youth.

True to brand, TMG conceptualized and implemented the Trust Condoms rebrand – “Kuwa True”, and the NYS rebrand – “True to self, True to Country”, that both won best rebrand and re-launch, at the MSK Gala 2012 and 2014, respectively.

‘Truth Well Told’, the driving mantra behind

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USIU-Africa receives book donation by the Association of Chartered Certified Accountants (ACCA)

By Shadrack Lomoywara

On Thursday, March 11, 2021, USIU-Africa received a book donation from the Association of Chartered Certified Accountants (ACCA). The Association donated a total of 72 books across topics such as Audit & Assurance, Financial Management, Financial Report, Corporate & Business Law, Performance Management and Taxation, to support the ACCA program currently being offered at the Chandaria School of Business. In addition to the donation, ACCA also pledged a cash donation of Kshs. 100,000 to support the marketing of the program.

Present at the ceremony were Linda Okwatta, ACCA's Business Developer, Prof. Amos Njuguna from the School of Graduate Studies, Research and Extension, Dr. San Lio (Assistant Professor of Accounting) Shadrack Lomoywara (Senior Research Officer) Mugambi Kinoti and Talent Mngai, ACCA Brand Ambassadors.

Prof. Njuguna thanked the team for their generous donation, noting that the University was keen to work closely with the ACCA team to build visibility and benefit the students coming to pursue the program at USIU-Africa. On his end, Dr. San Lio urged the team to review the University's accreditation status so that the International Business Administration (IBA) program students could receive more exemptions.

“We have continued to review and strengthen our programs to have a fair hybrid that inculcates the professional aspect without losing the theoretical power



From Left-Cecilia Kipsang (ACCA-Ag, Education Development Manager), Dr. San Lio (Assistant Professor of Accounting) Prof Amos Njuguna (Dean SGS&E) Linda Okwatta (ACCA-Business Development Manager), Mugambi Kinoti (ACCA-Brand Ambassador) and Talent Mngai (ACCA-Brand Ambassador) during the ceremony.

of an undergraduate program. We would certainly qualify for more exemptions, and I would like to see us support USIU-Africa more,” he said.

ACCA offers a broad, relevant and complete skillset for accountants and finance professionals. Because they're trained in all key areas, ACCA accountants have a complete skillset to strengthen the finance functions they work in and deliver enhanced value. It creates professional accountants who are capable of building successful careers across all employment sectors - realizing personal career ambitions and unlocking the potential of the organizations they lead and advise.