

Management Development Institute (MDI) In Partnership with Groupe Ecole Superieure de Commerce (SUPdeCO)Dakar



SUPdeCO is a Global business school established in our neighboring country Senegal in 1993 by a visionary Senegalese patriot Mr. Aboubacar Sidekhe Sy. The school has twelve training centers in three cities in Senegal with 5,000

students, presently. The institute has established various Departments and Faculties, including the Grande Ecole, the Institute of Transport, and Doctoral School (in collaboration with the Cheikh Anta Diop University of Dakar). The programs offered are Trade, Marketing, communication, Management, Finance, Digital Energy to Transport and Logistics. SUPdeCO has over 15,000 graduates globally, most of which now serve as high-rank civilians and officials within and outside of the country.

Mr. Badara Alieu Joof, Minister of Higher Education Research Science and Technology of the Gambia during his service in neighboring Senegal came to know about Groupe SUPdeCO and its programs and potentials. Through his (visionary) lenses he was able to see that bringing the group into The Gambia would surely bring value to our higher education system, thus the beginning of the collaboration. In December 2018, the CEO of SUPdeCO Mr. Aboubacar Sy led a team of senior staff to The Gambia on a mission to work on the possibilities and modalities of signing a Memorandum of understanding for collaboration with MDI. He later returned on February 24th, 2019 post a return visit by the MDI administrative staff and the formation of the task force for an agreement and the commencement of the implementation of the MoU which promotes and encourages cooperation in the following areas.

- Exchange of suitably qualified students

- Exchange of Professors
- Exchange of administrative personnel
- Assistance in the development of academic and professional programs
- And Joint research for mutual publication efforts; and
- Any other agreed-upon activities are conducive to the deepening of the relationship between the two institutes.

On November 1st, 2020, the country representative Mr. Abdou Faye was sent here for the facilitation and immediate start of the work.

About a week ago, SUPdeCO Banjul held its first badge of students' enrollment and orientation program at the MDI campus in Banjul. The grandiose ceremony invited the presence of many dignitaries from both The Gambia and Senegal. Mr. Badara Joof Minister of higher Education Research Science and Technology (MoHERST), thanks to whom the initiative has (registered) success was represented by his Permanent Secretary Mr. Mod Secka, Dr. Gibril Jaw CEO of the National Accreditation and Quality Assurance Authority (NAQAA) from whom another large part of this significant success has come from the undying support of his office, the Director of MDI, Mr. Alieu K Jarju, the deputy CEO of Groupe SUPdeCO Dakar Mr. Abdoul Aziz Sy, the ambassador of the Republic of Senegal to the Gambia Mr. Bassirou Sene, the government ministries' representatives, the private sector, etc. graced the occasion.

During this ceremony, over 30 enrolled students in both the BSc and MSc programs from the working class were present, coming from different Civil Service departments ranging from the Military, The Gambia Ports Authority service, National Assembly Members and the Ministries, etc. Mr. Mod Secka during his welcoming of the pioneer cohort congratulated and encouraged the students “to have their study as number one on their priority list”. He urged the students saying, “Please do your best so that the history you are beginning to write from today will impress its readers; it is only then that you will be able to fly the national flags of Senegal and The Gambia high as well as the institutional flags of SUPdeCO and MDI”.

Mr. Salifu Jobe Registrar General of the Management Development Institute in addition to what the PS of MoHERST has shared with students added that "the continuity and success of these collaborations depend largely on your (the students') performance. Therefore, I appeal to you to

realize immediately that you are not here for a picnic but something very important in your lives and the development of your country".

The Deputy Director General of the Management Development Institute (MDI) in her closing remarks emphasized that this initiative entirely marks the beginning of a great milestone for both countries and the future of West African leadership. MDI will continue to give its utmost support to SUPdeCO. She further addressed the crowd in delight and with much appreciation, wishing the admitted students' luck in their studies.



Currently, SUPdeCO Banjul is offering bachelor's degree programs in Business administration (3 years), Bachelor of Transportation & Logistics (3 years), and a Master of Science in Management (2 years). Lectures are set to begin on the 5th of April 2021 following a seminar on the introduction to the students' online platform and the introduction of course modules and lecturers.