

Columbia Business School's **9-month** Entrepreneurship and Competitiveness in Africa (EC-Africa) program allows entrepreneurs from **mid-sized African companies** to gain the **skills, tools, and professional network** to optimize their businesses in today's global economy.

The rigorous curriculum features:

- MBA Core Courses delivered in-person and remote
- Capstone Project designed to have real impact in the company
- Columbia Business School Faculty Advisors
- MBA Student Consultants
- One week program kickoff in Morocco
- One week campus Immersion in NYC





2025

MODULE I: EC-Africa Kick-off *Africa Business School, Morocco*

Week-long in-person session to introduce the program, fellow participants, and kick off the project work.



SCHEDULE & CURRICULUM

MODULE II: Think Bigger Project *Live-online classes and project work*

Modular online sessions featuring relevant courses from the MBA curriculum and remote work with MBA student consultant and faculty advisors



2026

MODULE III: Campus Immersion *Columbia Business School, USA*

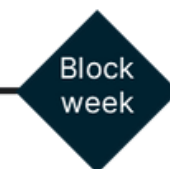
Week-long in-person session to present project results, visit companies, and celebrate completion of the program

December 8-12
Program Kickoff in Morocco

August 24-28
Columbia Campus Immersion week



Online classes, faculty advising, and MBA consulting projects



PROGRAM PARTICIPANTS

Each participating company enrolls a team of 2 or 3 decision makers— CEOs, founders, managing directors, CFOs, and other leaders.

Participant profile:

- Proficient in English
- Bachelor's degree
- Global mindset
- Intellectual curiosity

Company profile:

- US \$1M+ annual revenue
- 10+ employees
- 2+ years in business
- Scalable business model

CREDIBLE BLOOMS

Rose Farm, Kenya

Credible Blooms is a family business specializing in roses and other exported products. They suffered a serious loss in sales with the start of the Russian invasion into Ukraine, which made their project even more urgent. In collaboration with CBS MBA consultants and Think Bigger Coach Allie Dixon, they were able to increase the share of sales of their most profitable product by 13%, diversify their product mix (including value-added products), and introduce sustainable practices on the farm which reduced the cost of production.



JUSTRITE NIGERIA

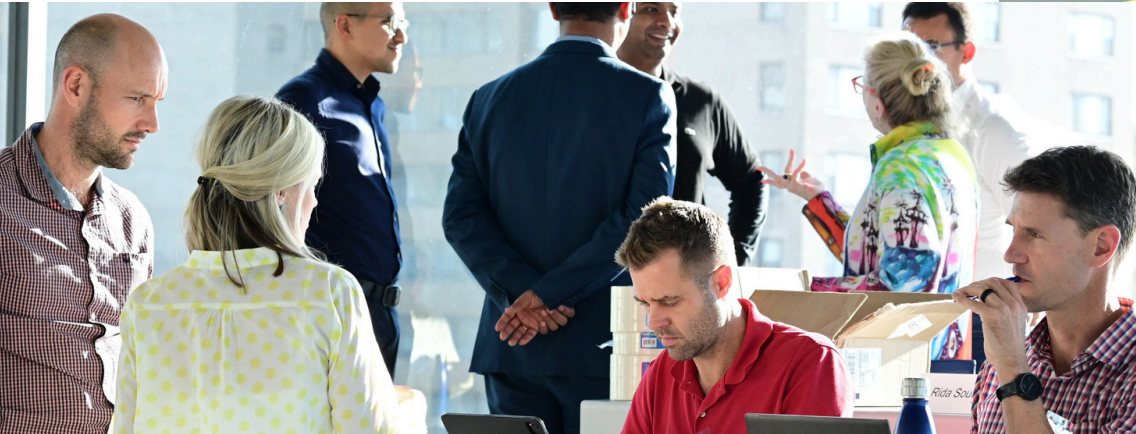
Retail Store Chain, Nigeria

JustRite is a successful chain of superstores spread across Southwest Nigeria. They found themselves wasting resources and losing sales due to frequent and unexpected stock outages. Under the guidance of their Faculty Advisor Professor Adam Elmachtoub and using the Think Bigger Methodology, they redesigned their inventory management system, procurement process, and forecasting, saving them \$1M USD in excess stock in 6 months.

DABADOC

Networked Care and Practice Management, Morocco

DabaDoc is a healthtech company improving access and outcomes of medical care through a series of solutions for patients, doctors, and medical practices. Working with their Faculty Advisor, Bob Dorf, they developed a new pricing model, reorganized their sales teams, and introduced an incentive program. Just a couple of months in, conversion increased by 8%, churn decreased, and they are on track for their target compound annual growth rate of 60-100%



ALPAL

Bulk Packaging, South Africa

ALPAL is an innovative and sustainable bulk packaging solution. Although the product has been sold for a number of years, it never reached sustainable sales and the team was assembled to "relaunch" the product with a clear go-to-market strategy. With the help of several Faculty Advisors, Professors Kamel Jedidi, Robert Morais, Jorge Guzman, and Jack McGourty, they developed an innovative collaborative sales strategy, which garnered positive feedback in its pilot, and they plan to implement across the company.

Interested in EC-Africa?

Applications are open until September 4 or until the class is filled. The application form can be found [here](#). Applicants in need of a visa are encouraged to apply early. More information can be found in our [FAQs](#).

Program Fees:

Program fees are determined on a sliding scale **based on annual revenue**. Program fees include accommodation, class materials, and most meals for the team (2-3 participants). Airfare is not included for any in-person sessions.

Company Revenue (USD)	Program Fee (USD)
<\$2M	\$10,000
\$2M-\$5M	\$15,000
\$5.1-\$10M	\$20,000
>\$10M	\$30,000

Thank you to our sponsors for their generous support...



From the family of **Oluseyi Bickersteth** in his memory

