

**THE**  
**EC-AFRICA**  
**PROGRAM**

Entrepreneurship and  
Competitiveness in Africa

## Contact Information:

[ec-africa@gsb.columbia.edu](mailto:ec-africa@gsb.columbia.edu)

[www8.gsb.columbia.edu/ecp/Africa](http://www8.gsb.columbia.edu/ecp/Africa)

+1 646-745-8557



## THE EC-AFRICA PROGRAM

Entrepreneurship and Competitiveness in Africa

# ENTREPRENEURSHIP AND COMPETITIVENESS IN AFRICA

## THE EC-AFRICA PROGRAM

The EC-Africa program at Columbia Business School equips entrepreneurs from mid-sized African companies with the skills, tools, and network to professionalize and grow their businesses in today's global environment.

# A PROGRAM FOR FOUNDERS OF COMPANIES FROM DIFFERENT INDUSTRIES ACROSS AFRICA



## COHORT

15-20 companies based in Africa

Different industries and none competing against each other

4-7 countries represented in the group



## COMPANY

A **well established** firm with a **scalable business** model and ready to enter a **growth phase**



## TEAMS

Each company enrolls a team of two or three senior staff — CEO, founder, managing director, CFO, COO, or other leader. This ensures fuller uptake of lessons and better implementation of the project.



## PARTICIPANT

Proficient in English

Bachelor's degree required

Global mindset

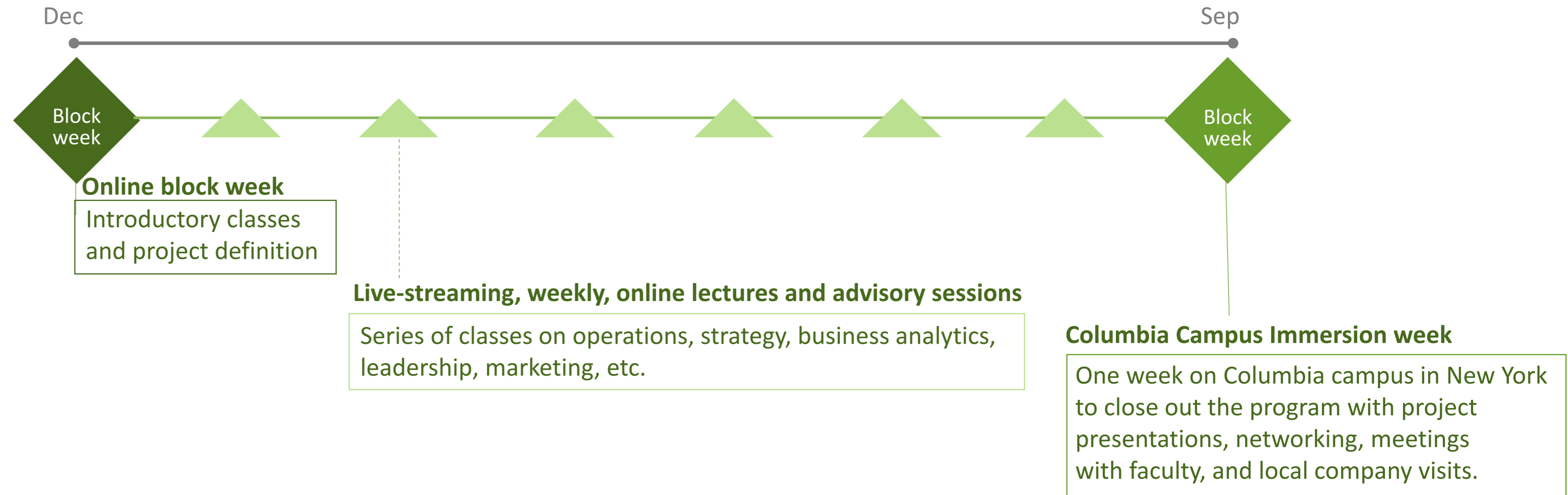
Intellectual curiosity

# A CURRICULUM COMBINING THEORY AND PRACTICE

The ten-month curriculum combines classes (online and on campus) and a guided project applied to the companies

## THEORY

Intensive, online and on campus, mini-MBA tailored to owners of small and medium-sized companies



## PRACTICE

Applied project that prepares the company for the next phase of growth using the Think Bigger method, exclusively taught at Columbia Business School



Ten-month project applied to your company, with the help of faculty advisors, MBA student consultants, and entrepreneur mentors – plus mutual learning among participants. These projects may involve process improvement, a new marketing strategy, entering new markets, or any other ambition.

# IMMEDIATE RESULTS AND LONG-LASTING BENEFITS

Similar to the ECLA program, we anticipate the EC-Africa Program having an impact on the companies, the region and the University (\*)

## Columbia Certificate of Business Excellence

Upon completion, participants receive a certificate from Columbia Business School and obtain alumni status

## International Exposure

Gain international exposure to other regions of Africa with different business and entrepreneurial cultures.

## Tools and Skills to scale

A well-designed framework to assist entrepreneurs to implement and sustain change as the business scales

## Safe environment to share

Ideal environment to share challenges with other peer entrepreneurs facing similar challenges in a non-competitive environment

## Return on Investment

Collaborate with faculty and other expert advisors to work on a project to build your business with measurable results.

## Powerful Network

Cross-investment opportunities, regional network facilitating international expansion, new ventures creation

## Access to world experts

Pair your company with a strong network of Think Bigger coaches, CBS faculty advisors, entrepreneurs and business leaders from around the world.

## Audit CBS classes

Audit Columbia Business School classes at any time, a lifelong alumni privilege

## Great opportunity

Take the opportunity to step back as a team and take an overall view of your company's present and future.

## Be part of the CBS alumni network

Join the Columbia Business School alumni network of more than 42,000 executives across dozens of industries in over 120 countries.



# TIME COMMITMENT AND PROGRAM FEES

## TIME COMMITMENT

1 FULL WEEK IN DECEMBER  
(online)

2-5 HOURS WEEKLY  
CLASSES AND ADVISORY SESSIONS  
AND PROJECT WORK

1 FULL WEEK IN SEPTEMBER  
IN NEW YORK

**5 HOURS PER WEEK**  
ON AVERAGE  
DEC. TO SEPT.

## PROGRAM ECONOMICS

**\$42 K**  
Cost of delivering the program

**\$15 K**  
Subsidy from Columbia University

**\$15 K**  
Subsidy from private sponsors

**\$12 K\***  
Tuition fee per company  
(for two or three participants)



(\* ) Accommodation in New York is included but companies cover their own additional airfare to and from New York



The  
EC-Africa  
Program

# QUESTIONS?

## CONTACT INFORMATION

- [ec-africa@gsb.columbia.edu](mailto:ec-africa@gsb.columbia.edu)
- [www8.gsb.columbia.edu/ecp/Africa](http://www8.gsb.columbia.edu/ecp/Africa)
- +1 646-745-8557