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The EC-Africa Program

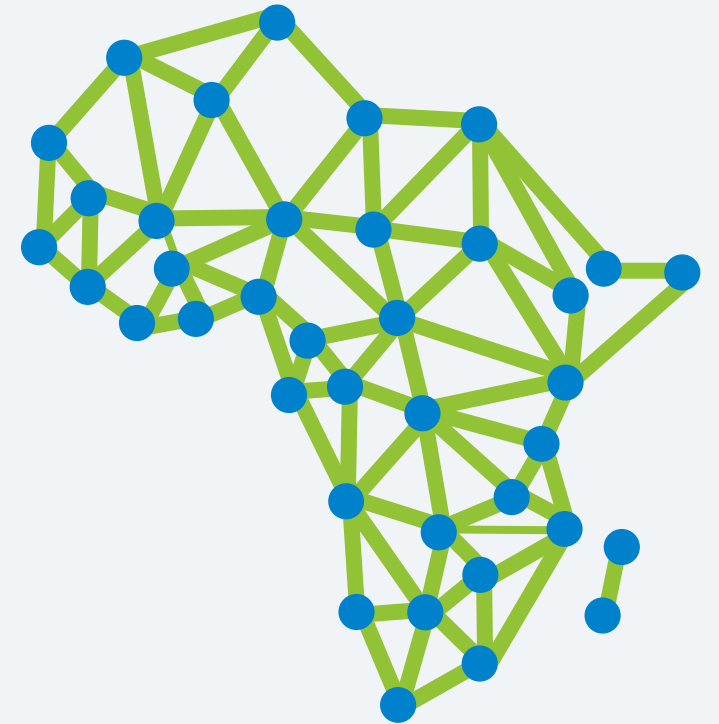
Entrepreneurship and Competitiveness
in Africa



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The EC-Africa Program

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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 senior executives 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.

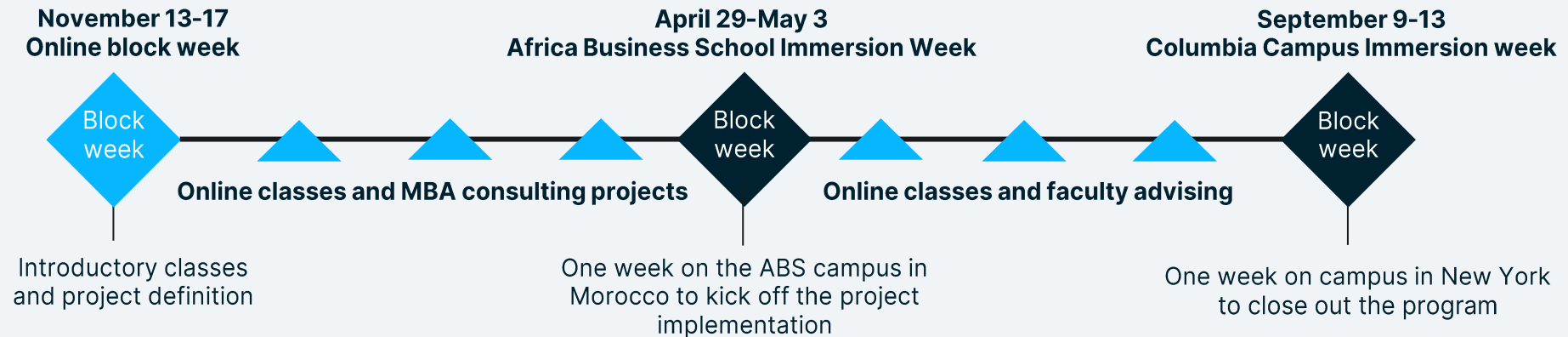


PARTICIPANT

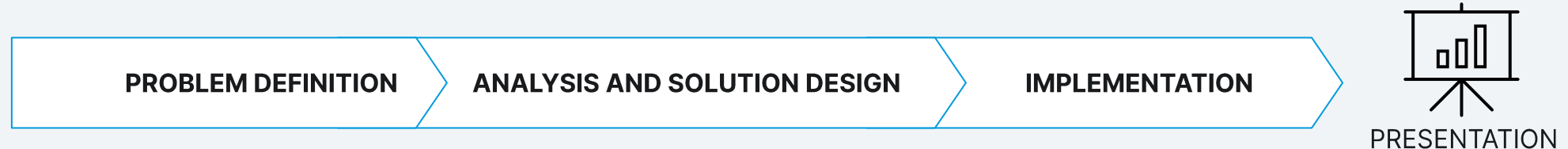
Proficient in English
Bachelor's degree required
Global mindset
Intellectual curiosity

Program Format and Curriculum

- **Theory:** Eleven months of an intensive, online and on-campus, mini-MBA tailored to leaders of medium-sized companies



- **Practice:** Applied project that prepares the company for the next phase of growth, based on proven methodologies developed at Columbia Business School



Capstone project applied to the company, with the help of MBA consultants and faculty advisors – plus mutual learning among participants. These projects may involve process improvement, a new marketing strategy, entering new markets, or any other ambition. Participants are expected to share preliminary results by graduation.

Immediate results and long-lasting benefits

Columbia Certificate of Business Excellence

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

Tools and Skills to scale

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

Return on Investment

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

Access to world experts

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

Great opportunity

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

International Exposure

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

Safe environment to share

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

Powerful Network

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

Audit CBS classes

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

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

- 1 full week November 13-17 (online)
- 1 full week April 29-May 3 (Morocco)
- 1 full week September 9-13 (New York)
- 2-5 hours per week in online classes, meeting with MBA consultants, meeting with faculty advisors, and working on projects

Cost of the Program

The EC-Africa Program is heavily subsidized by our program sponsors. In addition to this, each company is required to pay a small portion of the cost of the program. Program fees are on a sliding scale based on annual revenue, as shown below. Program fees include accommodation, class materials, and most meals for 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
\$5.1M-\$10M	\$20,000
>\$10M	\$25,000



Student feedback:

- **4.7/5** Overall satisfaction with the program
- **87%** agree that the project methodology [Think Bigger] was valuable
- **89%** agree that the project will have great impact on their companies
- **96%** strongly agree that the program helped them develop new ways of thinking

"It was an insightful experience. EC-Africa opens your eyes to problems you never really knew existed within your organization and walks you through the right path in addressing these problems. The program also helps you confirm your strategic positioning and provide direction to guide your decision making."

"It's a great opportunity to look keenly at your organization, define your problem (what is not working out), and get a step-by-step guide on how to go about fixing it."

"You may think you know the art of business. The programme will give you the science and help you think differently about your business."



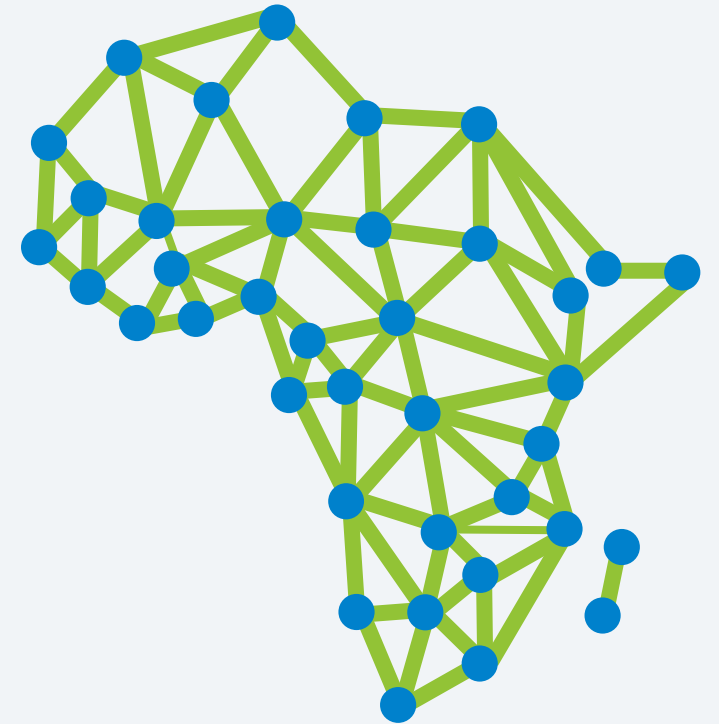
Application information:

Applications are accepted on a rolling basis, so apply soon! The deadline to apply is September 4 or when the class is full.

[Apply here.](#)

If you would like to refer a company to program, please reach out to

ec-africa@gsb.columbia.edu.



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