

Women Entrepreneurship & Leadership for Africa
**2017 Cohort
Programme Schedule**

| Modules | Accra | Lagos | Johannesburg | Casablanca | Faculty |
|--|---------------------------|---------------------------|--------------------------|--------------------------|--|
| Entrepreneurial Finance and Accounting | 1-3 December, 2017 | 8 – 10 December, 2017 | 18-20 January, 2018 | 25 - 27 January, 2018 | Prof. Mathew Tsamenyi |
| Entrepreneurial Sales and Marketing Strategy | 2- 4 February, 2018 | 26 – 28 January, 2018 | 15-17 February, 2018 | 22 - 24 February, 2018 | Dr. Nathalie Chinje |
| Strategy and Innovation in Entrepreneurial Ventures | 23-25 March, 2018 | 16 – 18 March, 2018 | 15-17 March, 2018 | 29 - 31 March, 2018 | Dr. Gordon Adomdza |
| Entrepreneurship, Leadership and Gender in Africa | 27-29 April, 2018 | 11 – 13 May, 2018 | 17-19 May, 2018 | 26 - 28 April, 2018 | Dr. Nathalie Chinje |
| In-course mentoring (one-on-one sessions and group session) | December 2017 – June 2018 | December 2017 – June 2018 | January 2018 - June 2018 | January 2018 - June 2018 | Em Ekong & Michelle McKenzie |
| Shanghai trip | 18-27 June 2018 | | | | Prof. Juan Fernnandez, Prof. Jane Wang, Prof Byron Lee, Prof. Rama Velamuri |

WELA 2017 Module Descriptors

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| Module 1 | Entrepreneurial Finance and Accounting |
| Overview | <p>This course introduces participants to core concepts and tools of accounting and finance needed by business managers. These tools are essential for entrepreneurs to successfully attract funds to the business and ensure that these funds are managed properly to grow the business. The course is designed to help entrepreneurs make better investment and financing decisions in entrepreneurial settings. The course covers the accounting and finance principles of basic bookkeeping, interpretation of financial statements, internal planning and control, decision-making, cost-volume-profit analysis; basic capital investment analysis, working capital management and sources of financing such as venture capitals and business angels.</p> |
| Objectives | <p>By the end of the course participants should be able to:</p> <ol style="list-style-type: none">1. Understand and interpret a set of financial statements2. Use accounting data to make short-term operational decisions, e.g. cost-volume profit analysis3. Undertake basic capital investment analysis and understand the concept of working capital management4. Undertake budgetary planning and control5. Identify and understand the various sources of financing business operations (including venture capitals) |
| Delivery | Lectures, discussions, videos, guest speaker |

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| Module 2 | Entrepreneurial Sales & Marketing Strategy |
| Overview | The aim of this module is to discuss and explain marketing strategy, sales and entrepreneurship and how they impact business profitability. In addition, the module will introduce and discuss marketing research and the role it plays in marketing strategy formulation. The intention is to acquaint participants with the dynamic skills and abilities needed to understand, appreciate and make informed marketing decisions about the changing and complex (and at times dysfunctional) marketing management/practices in the local and international/global marketplace. |
| Objectives | By the end of the course, participants should be able to: <ol style="list-style-type: none"> 1. Recognize and explain basic concepts of marketing and related strategies; 2. Appreciate the diversity of environments in which marketing decisions are made; 3. Understand the importance of customer orientation in any organization; 4. Adopt an action-oriented approach to translate market information into marketing action that integrate product/services, pricing, communication and channel decisions. |
| Delivery | Lectures, discussions, videos, guest speakers, class activities, analysis of cases |

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| Module 3 | Strategy and Innovation in Entrepreneurial Ventures |
| Overview | This module equips trainees with strategic frameworks and lenses through which business may be analysed. The content and discussions enable thorough examination of current operations, as well as identification of ways of refining them and creating additional value through innovation, new products and improved service delivery. The content will be contextualized to address the specific challenges and opportunities trainees in these areas. |
| Objectives | <ol style="list-style-type: none"> 1. Ensure that participants understand and master the foundations of strategy, innovation, and service delivery. 2. Create the opportunity for thinking through and re-defining and refining what participants are already doing. 3. Ultimately, help women to achieve specific, individual business goals through practical tools. |

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| Delivery | Interactive sessions, Group discussions and team exercises, Video clips, Networking breaks, Business case studies |

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| Module 4 | Entrepreneurship, Leadership and Gender in Africa |
| Overview | The emphasis of the module is on the exposition and application of selected concepts of entrepreneurship and leadership for practicing executives within the African context. The module accounts for the issues inherent to business management in Africa at varying stages of enterprise development and executive career development. The module will expose participants to entrepreneurship and leadership concepts and practice and strengthen their entrepreneurial competencies and capacity for leadership. |
| Objectives | <ol style="list-style-type: none"> 1. Sharpen participants' knowledge of entrepreneurship and leadership 2. Enhance capacity to cope with particular challenges encountered at several stages of enterprise development in Africa. 3. Improve decision-making and problem-solving skills regarding issues inherent to business in Africa |
| Delivery | Lectures, guest speakers, case studies, videos and group discussion. |