WELA Programme Overview

WELA is a practical, hands-on programme that examines the issues, challenges and opportunities women face in creating, managing and leading companies in Africa. The programme is specifically designed for women entrepreneurs and is focused on enabling them to identify business opportunities as well maintain viable and sustainable enterprises.

CEIBS creates a supportive and participatory learning environment for the exchange of best practices and experiences, strategy development and skills building, working within the context of women’s economic development issues and priorities.

Programme Features

- 5-module programme held 3 days every 2 months (Fri-Sun)
- 1st 4 modules in Accra/Lagos
- 5th module at CEIBS Shanghai Campus (12 days)
- Visit to successful Chinese-run companies
- Entrepreneurial mentoring during the programme.

Admission Requirements

- Strong business and leadership background
- Degree or diploma from a recognized institution
- 5 years work/business experience
Women Entrepreneurship & Leadership for Africa

Programme Modules
- Entrepreneurial Finance & Accounting
- Entrepreneurial Sales & Marketing Strategy
- Strategy and Innovation in Entrepreneurial Ventures
- Entrepreneurship, Leadership and Gender in Africa
- China Immersion Trip
- Mentoring

Programme Fee
- Fee: $8000
- Payable in 3 installments
- Covers all teaching materials, tea breaks. Also covers accommodation for the module in Shanghai

“‘The CEIBS WELA Programme is a great business opportunity that teaches you to chase your vision, not the money, and at the end of the day the money will end up following you...’”

Dr. Maymunah Yusif Kadiri
BCA-EEG, MPH, FMCPsychotherapist
Consultant Psychiatrist and Psychotherapist
WELA Class of 2013

Apply today

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Samuel +233 54 431 5238
Abena +233 54 012 0402
Elikplim +233 54 434 9483
Thelma +234 814 719 5558

africaprogram@ceibs.edu | www.ceibs.edu/africa

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