



CHALLENGE  
your  
Paradigm

VALIDATE  
your  
Assumptions

CREATE  
Lifelong  
Connections

IDENTIFY  
your  
Pathway  
to Scaling

STRENGTHEN  
your  
Leadership  
Skills

SHARPEN  
your  
Business  
Acumen

DEVELOP  
and TEST  
your next  
BIG Idea

Coach  
a Peer

EXECUTE  
Dynamically

THINK  
Strategically

PROPEL  
Sustainable  
Business Growth

DELIVER  
Transnational  
Impact

NAVIGATE  
through  
Unstoppable  
Trends

LEAP  
forward

Lead  
Authentically

Do  
Better

Go  
Further

Get  
More

A photograph of four men in business suits. One man in the foreground is wearing glasses and a red tie, looking at a smartphone. The background shows other men in suits, one of whom is also wearing glasses. The scene is set against a wood-paneled wall.

## ADVANCED MANAGEMENT PROGRAMME (AMP) FOR AFRICA

*2022 Cohort | Accra. Lagos. Shanghai*

*Take Your Career's Next Big Step*

As the global economy continues to change so do the requirements for global leadership. The rapid changes reshaping business today require you to stay ahead of change. The China Europe International Business School (CEIBS) Advanced Management Programme (AMP) for Africa equips you and a select group of senior executives in Africa with the ideas and capabilities to look at the drivers of global business success in a refreshingly new light and to lead your organisations with renewed confidence. It aims to help experienced business practitioners like you who recognize the value of management study to their companies' long-term development, to be more competitive and to strive for their own career development as well.

This is an opportunity for you to take a step back from the daily professional demands, take stock and reflect on the challenges facing today's organisations with world-renowned faculty, experienced leaders and an international group of like-minded executives. It is a truly rejuvenating and transformational experience you will never forget. This programme is designed to equip you with the best learning experience that explores the best management practices and latest strategies for maintaining sustainable competitive advantage and ensuring long-term growth. All aspects of the programme are geared towards improving your general management competence and enhancing your leadership skills.

## WHO SHOULD ATTEND

Today's fiercely competitive business landscape demands leaders who have extraordinary foresight, vision, agility and resilience. Our Advanced Management Programme for Africa attracts internationally focused accomplished senior business leaders who are preparing for the next growth opportunity.

Join leaders, direct reports and those within two reporting relationships to CEOs or Managing Directors of fast growing and successful enterprises and those who are in their company's succession plans to be appointed as CEO either at group or subsidiary level.

Ideal candidates for this practice-oriented programme are:

- Africa based CEOs (group or subsidiary level)
- Executive Directors/General Managers of fast-growing enterprises
- Senior Executives
- Department Heads and Regional Directors of big multinationals
- Directors of Public Enterprises
- Country Heads, Directors and Deputy Directors of International NGOs
- Board members

Our Advanced Management Programme for Africa attracts participants with an average of 18-30 years of experience and more than 10 years' senior management experience.

Participants' job functions include Sales/Business Development, Finance/Accounting, Operations/Logistics, General Management, Consulting, Marketing, IT, Human Resources, Product Management, Strategic Planning and Legal.

Recent companies where participants in senior executive programmes have come from include Old Mutual, Standard Bank, Stanbic IBTC, E-Tranzact, Standard Chartered Bank, First Bank of Nigeria, Union Bank, Rand Merchant Bank, Ecobank, Barclays Bank, Investec, Interswitch, Main One, ipNX, Aviation Industry Corporation of China (AVIC), Scanad, Oando, Accenture, Mckinsey, EY, KPMG, The Boston Consulting, Deloitte, Group, Millward Brown, GE, ABB, Schneider Electric, Tullow, Air Liquide, Bosch, Microsoft, IBM, Intel, Coca-Cola, Guinness, Amazon, Pick n Pay, Massmart, Woolworths, Jumia, Reckitt Benckiser, Johnson and Johnson, Nespresso, Edelman Group, Capgemini, Haier Group, Danone, Mercer, WIPO, The Abraaj Group, Tata, Ford Motors, Volvo, Mahindra and Daimler.

A photograph of three men in business suits. The man on the left is smiling and looking towards the other two. The man in the middle is looking down at a document. The man on the right is also looking down at the document. They appear to be in a meeting or collaborative work environment.

## PROGRAMME OBJECTIVES

Our Advanced Management Programme aims at providing you with transformational leadership, general management perspectives, systematic management knowledge, frameworks for strategic thinking and hands-on management tools. You will learn to master these different areas and thus acquire a comprehensive understanding of management practice to better deal with the complexities of the global business environment and management challenges with more confidence and ease. Through this programme, you will acquire knowledge and skills that will enable you to:

- Prepare for the highest levels of business leadership
- Develop business strategies more effectively
- Mobilize people and resources more efficiently through a deeper understanding of each functional department, and develop business plans, systems and processes in a more integrated way
- Gain deeper insight into relationships between business processes and strategic objectives, and align these processes to your organisation's growth and profit goals
- Build strong organisational capacity based on a thorough understanding of operations and incentive principles to implement strategies effectively
- Interact with a group of highly competent general managers from various industries, learning from each other and sharing operations and management strategies

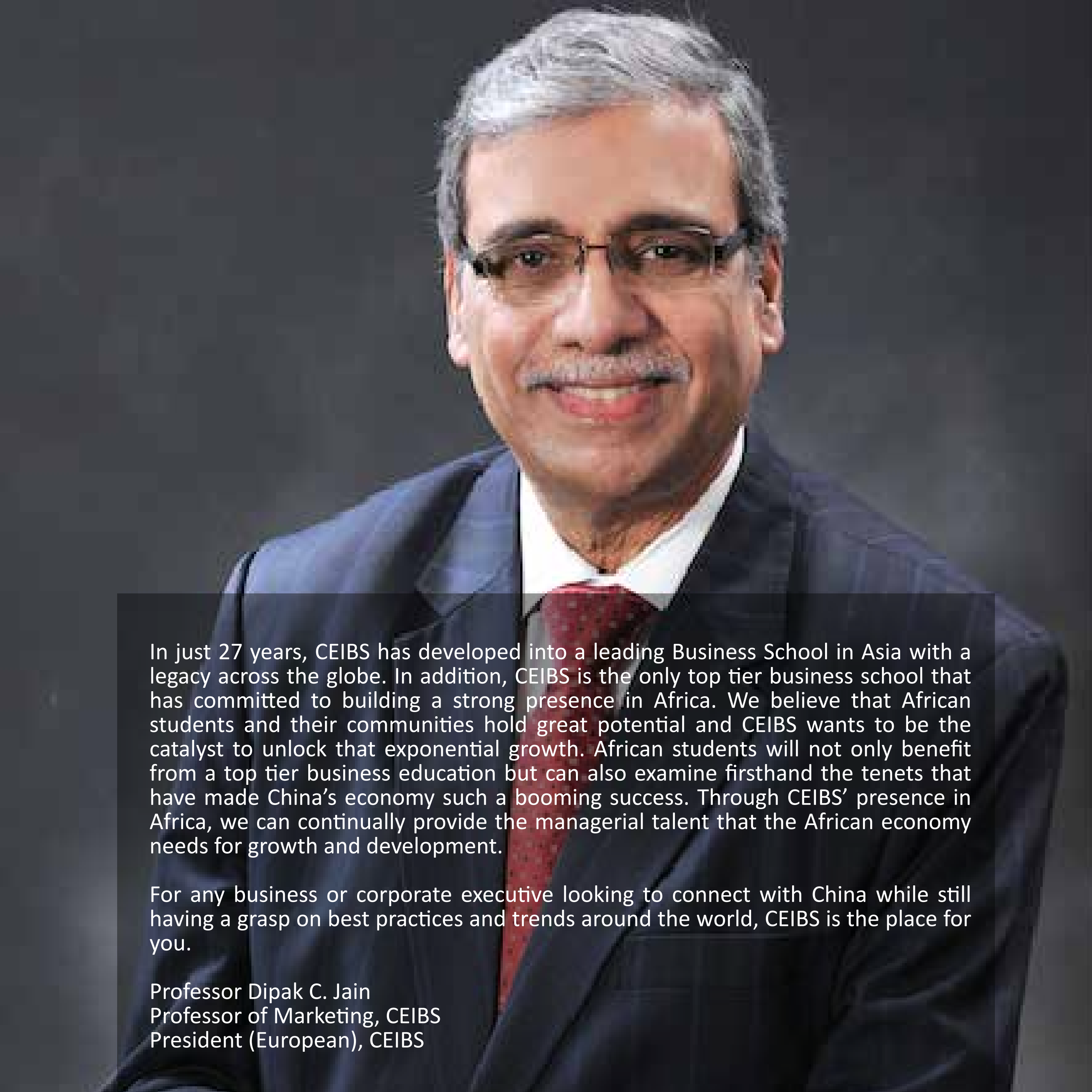


## PROGRAMME BENEFITS

This programme is designed to help you rethink the current management challenges your organisation is facing, set up modern management systems, and lay a solid foundation for further organisational growth in fast growing economies. It will challenge you to get the best out of yourself. You will gain confidence, feel re-invigorated and be ready to improve the performance of your organisation.

By the end of the programme, you will have:

- Acquired specialised knowledge of human resources, marketing, finance and accounting, formulation and implementation of strategies pertaining to business leadership and management
- Developed advanced and practical management tools, formed your own theoretical frameworks for business leadership and management and mastered effective, strategic models
- Gained a deeper understanding of the particular role of CEOs, directors and general managers and learned how to establish constructive work relationships with supervisors, subordinates, team members and external stakeholders
- Further enhanced those skills which are essential for CEOs, directors and general managers: negotiation, coaching and communication skills
- Gained membership into the prestigious CEIBS Global Alumni Association and benefit from the international network available to members within and outside Africa

A portrait of Professor Dipak C. Jain, a middle-aged man with grey hair, glasses, and a mustache, wearing a dark blue suit, white shirt, and red tie. He is smiling slightly and looking directly at the camera against a dark background.

In just 27 years, CEIBS has developed into a leading Business School in Asia with a legacy across the globe. In addition, CEIBS is the only top tier business school that has committed to building a strong presence in Africa. We believe that African students and their communities hold great potential and CEIBS wants to be the catalyst to unlock that exponential growth. African students will not only benefit from a top tier business education but can also examine firsthand the tenets that have made China's economy such a booming success. Through CEIBS' presence in Africa, we can continually provide the managerial talent that the African economy needs for growth and development.

For any business or corporate executive looking to connect with China while still having a grasp on best practices and trends around the world, CEIBS is the place for you.

Professor Dipak C. Jain  
Professor of Marketing, CEIBS  
President (European), CEIBS

3 Cities    3 Countries    2 Continents    6 Modules    5 Months    19/24 days



Accra, Ghana



Lagos, Nigeria



Shanghai, China

The content and curriculum of our Advanced Management Programme for Africa are organized as an integrated and immersive learning process that enables you to engage systematically with complex strategic issues through the following 6 modules delivered across 3 cities:





## **PROGRAMME CONTENT**

### **Financial Strategy and Value creation**

As a decision maker, senior managers need to appreciate and understand how effective financial decisions can contribute to the growth and financial health of the organisation. Hence, even as a non-finance manager a senior executive must understand and speak the language of finance or accounting. This module is designed to enable participants to think with financials in mind and be in a position to use financial information in business decision-making. The course equips senior managers with the confidence and the competence to analyse performance, design effective cost management systems and undertake robust financial planning and control. It will expand the financial knowledge of participants by examining how finance supports both operational and strategic decisions and empower them to evaluate business performance and make sound financial decisions to achieve growth.

### **Driving exponential growth through strategic marketing**

Today, cross-platforms, digital ecosystems and other emerging social, mobile, cloud and analytics technologies have permeated every aspect of organisations, including marketing. The strategic marketing module explores proven strategic approaches and tactics for developing and implementing winning and profitable marketing initiatives in a time of digital transformation. In a post-Covid world, disruptive technologies have fundamentally altered the way consumers interact with themselves and with organisations - giving rise to new threats and innovative marketing opportunities as organisations strive to drive growth in customer acquisition, retention, and customer lifetime value. It prepares senior leaders to be future ready as they drive brand differentiation, value creation and value capture for their organisations irrespective of their functional roles.

### **Game Changing Leadership for Dynamic Times**

Organisations today are faced with constant change, and in consequence, the need to adapt to new global realities if they are to survive and grow. Organisational success mainly boils down to senior management persons' ability to anticipate and manage change. This module aims to develop and/or enhance the ability of senior managers to introduce new ideas and processes into their departments or divisions, and/or manage successfully change projects handed down, thereby ensuring the continued survival and prosperity of their organisations.

# PROGRAMME CONTENT

## **Disruption, Essence of Strategy and Organisational Agility**

The focus of this module is on identifying the key drivers of persistent superior performance that senior managers who are key decision makers in the corporate environment can use to improve the strategy formulation and execution of their organisations. The module adopts proven concepts and tools for analyzing industry attractiveness and competitive dynamics, for understanding an organisation's value creation and competitive advantage, for developing innovative strategies both within the organisation's value chain, and across industries and geographic markets, and for planning the effective execution of an organisation's strategy.

## **Global-Local (Glocal) Immersion and Teambuilding**

The Glocal Immersion is a 2-day intensive module in Ghana that explores practicalities involved in building and sustaining effective global teams that understand local context. The module equips participants to think global and act local. The outcome of the module will be achieved through 3 approaches -Theory (Why & What); Practice (How); and Impact (What If). Participants will come out of the module with a clear understanding of how to build and sustain successful teams that will deliver optimum results.

## **Executive Leadership Coaching**

One-on-one engagement sessions with participants with a focus on honing their leadership skills within the corporate space.

## ***Expositional Session on Doing Business in China***

An insight into doing business in China.



## CEIBS DIFFERENTIATOR

Before, during and after the 6 modules, we have designed and arranged a series of extra-curricular activities that demonstrate the practice-orientation of the programme in line with the executive education ideas of the International Master in Practicing Management (IMPM). These include:

- 360 Assessment - Improve your overall managerial and leadership effectiveness
- Company Visits - Immerse yourself in organisations that address your key challenges
- Alumni Dinners - Network with our prestigious alumni and shape your next deal
- Learning through Reflection - Break away from your entrenched position and mindset through questioning, analyzing, discussing and sharing
- Learning Log - Use an effective way of systematic thinking and discovery
- Reflection Paper - Synthesize the knowledge gained from the programme to create a workable action plan that will be implemented in your organisation after the programme ends
- One on one executive leadership coaching



## PROGRAMME FEE

*The programme fee is US\$15,000 and is payable in installments*

Your programme fee includes tuition, course materials, case licensing fees, certificate, accommodation when outside your country of residence, breakfast, lunch and coffee breaks. The fee does not cover your flights.

**Partial scholarship opportunity available**

## ADMISSION PROCEDURE

Complete the online Application Form or download, complete and send the Application Form. Thereafter, the following would happen:

- Interview: After receiving the Application Form, we will contact you as soon as possible for an interview
- On passing the interview, the CEIBS Admissions Office will send you a Letter of Provisional Acceptance and a Payment Notice
- Priority for the Letter of Acceptance shall be determined by date of receipt of payment

Given space limitations, CEIBS reserves the right to stop accepting applications or transfer applications to the next cohort of the same programme. Generally, application must be completed at least 20 days prior to the programme start date. All application forms are examined in order of submission, and the seat confirmation will be decided by the date the Letter of Acceptance is received. Applications received less than 20 days prior to the programme start date will be handled on a case-by-case basis.



Africa is home to some of the fastest growing economies in the world and has no doubt become an attractive destination for foreign investments. The business landscape on the continent is rapidly changing. This requires managers who understand the intricacies of business in Africa to keep an eye on the pulse of global business through the lens of the fastest growing economy in the world - China.

The CEIBS AMP in Africa is an intensive programme carefully designed to empower and broaden the horizon of senior leaders and decision makers in organisations so that they can develop the leadership and strategic mind-set to navigate the volatile, uncertain, complex and ambiguous environment that they encounter on a day-to-day basis. You will be exposed to the best learning experience that explores the best management practices and also the latest strategies for maintaining competitive advantage and ensuring long-term sustained growth.

Professor Mathew Tsamenyi  
Executive Director, CEIBS Africa



## CANCELLATIONS

Any cancellation made 15 days or more prior to the programme start date is eligible for a full refund of programme fees paid. However, the expenses arising therefrom shall be on the account of the applicant or his/her employer. Any cancellation made less than 15 days prior to the programme start date shall be subject to a fee of 20 percent of the total programme fee. After the programme starts, no fees shall be refunded for participants who withdraw from the programme for any reason.

## NEXT STEPS

To take your place in the 2022 Advanced Management Programme (AMP) for Africa Cohort, here are a number of things you can do:

- Complete and send in the attached application form
- Request a Call or Reserve a Place by emailing your names, mobile number and country of residence to [africaprogram@ceibs.edu](mailto:africaprogram@ceibs.edu)
- Call any of the following numbers: +233 544315238 / +233 544341031 (Ghana); +234 9031855879 / +234 8123120200 (Nigeria)



## Contact

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**"The CEIBS Owner Director Programme...Developing Africa's Global Businesses"**