





CHALLENGE  
your  
Assumptions

CREATE  
Lifelong  
Connections

LEAD  
Strategically

PREPARE  
for C-Suite  
Roles

DEVELOP  
and TEST  
your next  
BIG Idea

STRENGTHEN  
your  
Leadership  
Skills

EXPERIENCE  
Peer  
Learning

INSPIRE  
your Teams  
to Action

TAKE A PEEK  
Into the  
Future Through  
China's Digitized  
Urban Experience

REFLECT  
on your Goals

JOIN  
the 30,000  
Plus Global  
Alumni Network



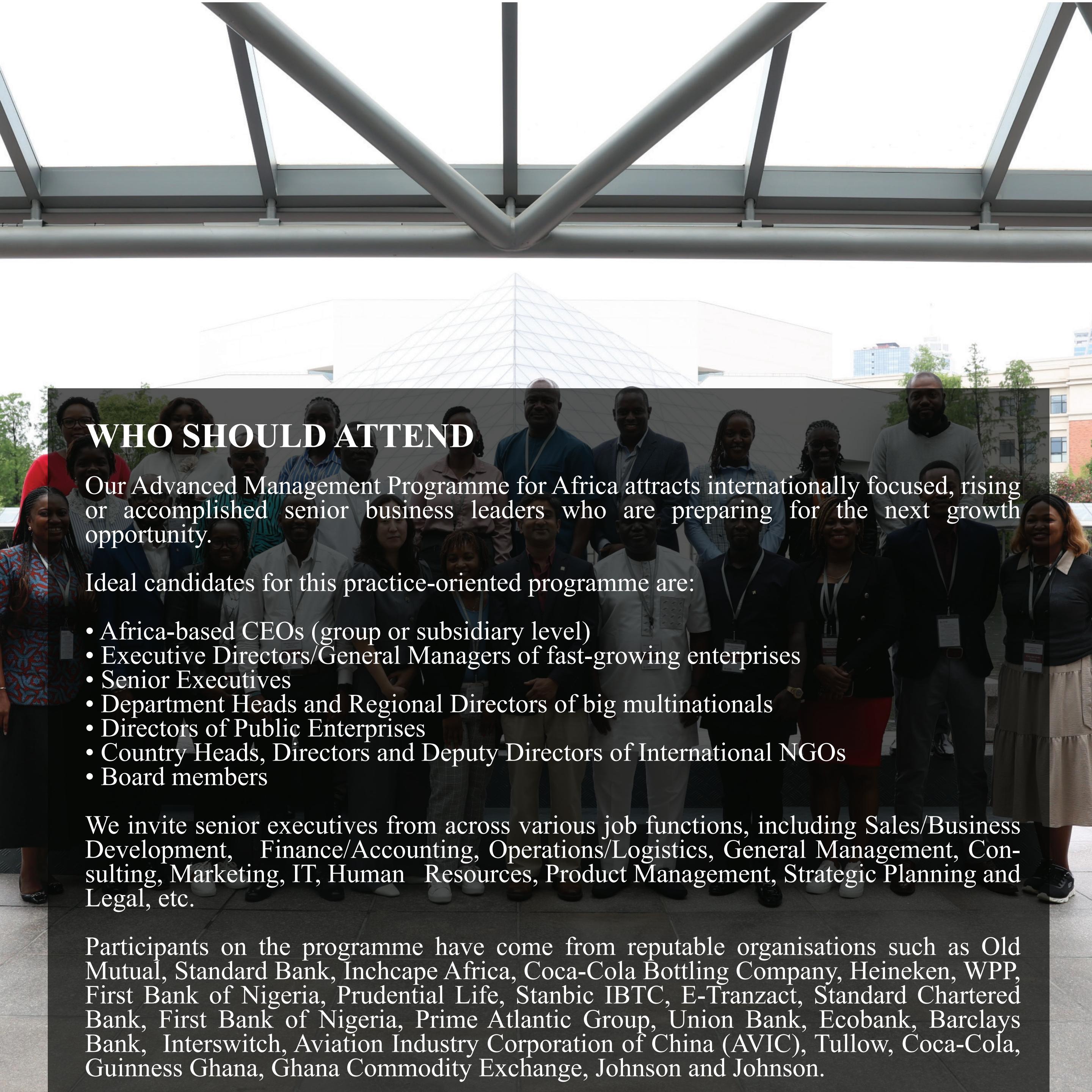
# ADVANCED MANAGEMENT PROGRAMME (AMP) FOR AFRICA

*Accra, Lagos, Nairobi, Shanghai, Shenzhen, Guangzhou*

*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 understand the direction of the change and how to motivate managers and supervisors to stay ahead of the curve. The China Europe International Business School (CEIBS) Advanced Management Programme (AMP) for Africa helps you reflect on your capacity gaps and equips you with the competencies needed to lead your organisation with renewed confidence. It aims to help experienced business practitioners, like you, gather and translate fresh perspectives to achieve their companies' long-term development goals, and by doing so, develop themselves into respected strategic and transformational leaders.

This is an opportunity to take a step back from daily professional routines, take stock, and reflect on the challenges facing today's organisations, as well as evaluate the potential impact of disruptions across sectors and geographies. Working with world-renowned faculty, experienced leaders, and an international group of like-minded peers, you will have a truly rejuvenating and transformational experience. You will get great insights from case studies on innovative companies from around the world, insights from peers, and inspiration through a China lens to explore the future of business processes and innovation. All aspects of the programme are geared towards improving your general management competence, business growth and sustainability, while enhancing your leadership skills.



## WHO SHOULD ATTEND

Our Advanced Management Programme for Africa attracts internationally focused, rising or accomplished senior business leaders who are preparing for the next growth opportunity.

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

We invite senior executives from across various job functions, including Sales/Business Development, Finance/Accounting, Operations/Logistics, General Management, Consulting, Marketing, IT, Human Resources, Product Management, Strategic Planning and Legal, etc.

Participants on the programme have come from reputable organisations such as Old Mutual, Standard Bank, Inchcape Africa, Coca-Cola Bottling Company, Heineken, WPP, First Bank of Nigeria, Prudential Life, Stanbic IBTC, E-Tranzact, Standard Chartered Bank, First Bank of Nigeria, Prime Atlantic Group, Union Bank, Ecobank, Barclays Bank, Interswitch, Aviation Industry Corporation of China (AVIC), Tullow, Coca-Cola, Guinness Ghana, Ghana Commodity Exchange, Johnson and Johnson.



## PROGRAMME OBJECTIVES

The objectives of the CEIBS Advanced Management Programme for Africa for executives include:

- To support busy managers who need short modular programmes to achieve their professional goals
- Offer self-reflection for personal and professional transformation
- Build strategic leadership capabilities of executives
- Enable peer learning from best practices and contextual experiences shared by others
- Create and sustain a peer network for social capital development
- Prepare some participants for executive roles
- Providing coaching for personal and professional development
- Enable a view of the future of tech/business through a China lens through case studies and the China immersion
- Offer access to the prestige brand value effect from the CEIBS global brand



## PROGRAMME BENEFITS

This programme will challenge you to reach your full potential. You will gain confidence, feel reinvigorated and be ready to improve the performance of your organisation.

By the end of the programme, you would have:

- Acquired specialised knowledge of human resources, marketing, finance and accounting, as well as formulation and implementation of strategies pertaining to business leadership and management
- Gained a deeper understanding of the 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
- Been inducted into the CEIBS Africa alumni and, by extension, gained access to the over 30,000 CEIBS Global Alumni Network, which boasts of extensive and rewarding social capital resources available to members



In just 30 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 participants and their communities hold great potential and CEIBS wants to be the catalyst to unlock that exponential growth. African participants 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 Shameen Prashantham**  
**Professor of International Business & Strategy**  
**Associate Dean (Africa), CEIBS**

**6**  
Cities

**4**  
Countries

**2**  
Continents

**6**  
Modules

**5**  
Months

**19/26**  
days



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

# PROGRAMME CONTENT

## Financial Strategy and Value Creation

As a decision-maker, a senior executive needs 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 financial considerations in mind and be in a position to utilise financial information in business decision-making. The course equips senior executives with the confidence and the competence to analyse financial 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, empowering 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 examines proven strategic approaches and tactics for developing and implementing successful and profitable marketing initiatives during 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 organisation irrespective of their functional roles.

## Corporate Governance and Ethics

One of the major challenges facing business leaders today is their organisation's governance structure. The Corporate Governance and Ethics module gets you current on critical issues and developments in corporate governance and will prepare you to assess, create and implement an ideal corporate governance model to suit different types of organisations. The module is intended to ground participants in the theory and practice of corporate governance as part of value creation for business and society. Effective corporate governance represents an important hope in upholding integrity and fighting ethical violations and corruption. Securing shareholder and stakeholder interests through the lens of accountability, probity and openness in the conduct of an organisation's business will be covered using hands-on exercises and case studies. The module will also discuss business ethics, corruption and integrity and how they impact on corporate value creation.

# PROGRAMME CONTENT

## Game Changing Leadership for Dynamic Times

Organisations today are faced with constant change, and in consequence, the need to adapt to new global realities in order to survive and grow. Organisational success mainly boils down to the ability of senior executives to anticipate and manage change. This module aims to develop and/or enhance the ability of senior executives 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.

## Disruption, Essence of Strategy and Organisational Agility

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

## Executive Leadership Coaching

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

## Additional Sessions

### Inter-Cohort Teambuilding

This session in Ghana explores how teams can work together in a cohesive manner. Executives will learn the practicalities involved in building and sustaining effective teams and will come out of the session with a clear understanding of how to build and sustain successful teams that will deliver optimum results.

## Expositional Session on Doing Business in China

An Introduction to the China lens into Tech/Business future readiness.



## CEIBS DIFFERENTIATOR

In line with the executive education ideals of the International Master in Practising Management (IMPM), we have designed and arranged a series of extracurricular activities that demonstrate the programme's practice orientation.

These include:

- 360 Assessment - Improve your overall managerial and leadership effectiveness
- Company Visits - Observe successful business models, management practices and innovation processes from leading companies
- Alumni Network - Leverage the power of our prestigious Alumni community
- Learning through Reflection - Self-reflection for personal and professional transformation
- Reflection Paper - Synthesise the knowledge gained from the programme to create a workable action plan that will be implemented in your organisation
- One-on-one executive leadership coaching



## ADMISSION PROCEDURE

Complete the online Application Form - [\*\*bit.ly/AMPFORM\*\*](http://bit.ly/AMPFORM)

Thereafter, the following would happen:

- Submit your academic or professional qualifications, CV or profile and passport or portrait-sized photo to [africaprogramme@ceibs.edu](mailto:africaprogramme@ceibs.edu)
- Interview: After receiving the Application Form, we will contact you as soon as possible for an interview
- On passing the interview, CEIBS Africa Admissions Office will send you a Letter of Acceptance and a Payment Notice
- Enrollment will be confirmed after payment



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 Gordon Kwesi Adomdza**  
**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. 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 to participants who withdraw from the programme.





## FOR ENQUIRIES

Call any of the following numbers:

+233 54 431 5238 / +233 54 431 2673 (Ghana)  
+234 810 917 1190 / +234 706 810 5054 (Nigeria)

Or email [africaprogramme@ceibs.edu](mailto:africaprogramme@ceibs.edu)





## Locate Us:

**China Europe International Business School  
Accra Campus  
5 Monrovia Road, East Legon, Accra, Ghana**

**China Europe International Business School  
Nigeria Country Office  
No.2 Louis Solomon Street, Victoria Island, Lagos,  
Nigeria**

## Telephone:

**Ghana**  
+233 54 431 5238  
+233 54 431 2673

**Nigeria**  
+234 810 917 1190  
+234 706 810 5054

**Email:** [africaprogramme@ceibs.edu](mailto:africaprogramme@ceibs.edu)

**Web:** [www.ceibs.edu/africa](http://www.ceibs.edu/africa)