



OWNER DIRECTOR PROGRAMME (ODP)

Accra Campus



Beijing Campus



Shanghai Campus



Zurich Campus



Shenzhen Campus





OWNER DIRECTOR PROGRAMME (ODP)

Accra. Lagos. Shanghai

GET READY. SET. GROW: Transform and Scale Your Business to its Next Level

As an owner/director of a business in an emerging market economy, you have the challenging task of growing and scaling your businesses irrespective of the voids in this environment. Should you diversify your product portfolio? By how much? For how long? How should you position your business? How should you market your products or services in a digital world to get the best results? How should you finance growth and expansion? Debt versus equity? How can you grow your business into a micro-multinational? How can you scale your business within and across borders especially given the complexity of your home market? What are the strategies to reverse the vicious cycle of near stagnation and reducing revenues? The CEIBS Owner Director Programme provides owners or directors of businesses like you the opportunity to share, learn and network with colleagues across various industries on key concepts that affect the survival and growth of their businesses. Through cases, tools, frameworks, and a collegial exchange of views, you will develop the skills and capacity to confront the complexities of a growing organisation in a rapidly changing world. The programme is also supported with resources that enable you conceptualize and test your assumptions about new business ideas or processes in real time.



WHO SHOULD ATTEND

The uncertainties of today's business world demand that companies be led by highly professional business leaders who possess extraordinary foresight and vision.

Ideal candidates for this practice-oriented programme are CEOs, Managing Directors, Chairmen, Presidents and Executive Directors of small and medium enterprises (SMEs) based in Africa.

Following the philosophy of the International Master in Practicing Management (IMPM), an innovative paradigm initiated by the management guru Henry Mintzberg, CEIBS has launched the ODP especially for leaders in fast growing and successful enterprises who want to take their companies to the next level of growth and sustainability.



PROGRAMME OBJECTIVES

Our Owner Director Programme aims to provide you with general management perspectives, systematic management knowledge, frameworks for strategic thinking and hands-on business leadership and management tools.

Our Owner Director Programme will provide an opportunity for you to:

- Expand your perspectives on strategic issues within your industry and beyond
- Learn skills and strategies from relevant cases to aid decision making in scaling and diversification
- Share your experiences for the benefit of others
- Forge strong relationships with your counterparts across transnational and multicultural channels
- Acquire the key resources to guide continuous learning, improvement and corporate performance
- Test your business and strategy ideas and gather feedback in a friendly, intellectually stimulating yet challenging environment
- Conceptualize and understand how to implement the most appropriate approach to succession planning

These opportunities will equip you to learn, implement and, share your new knowledge.

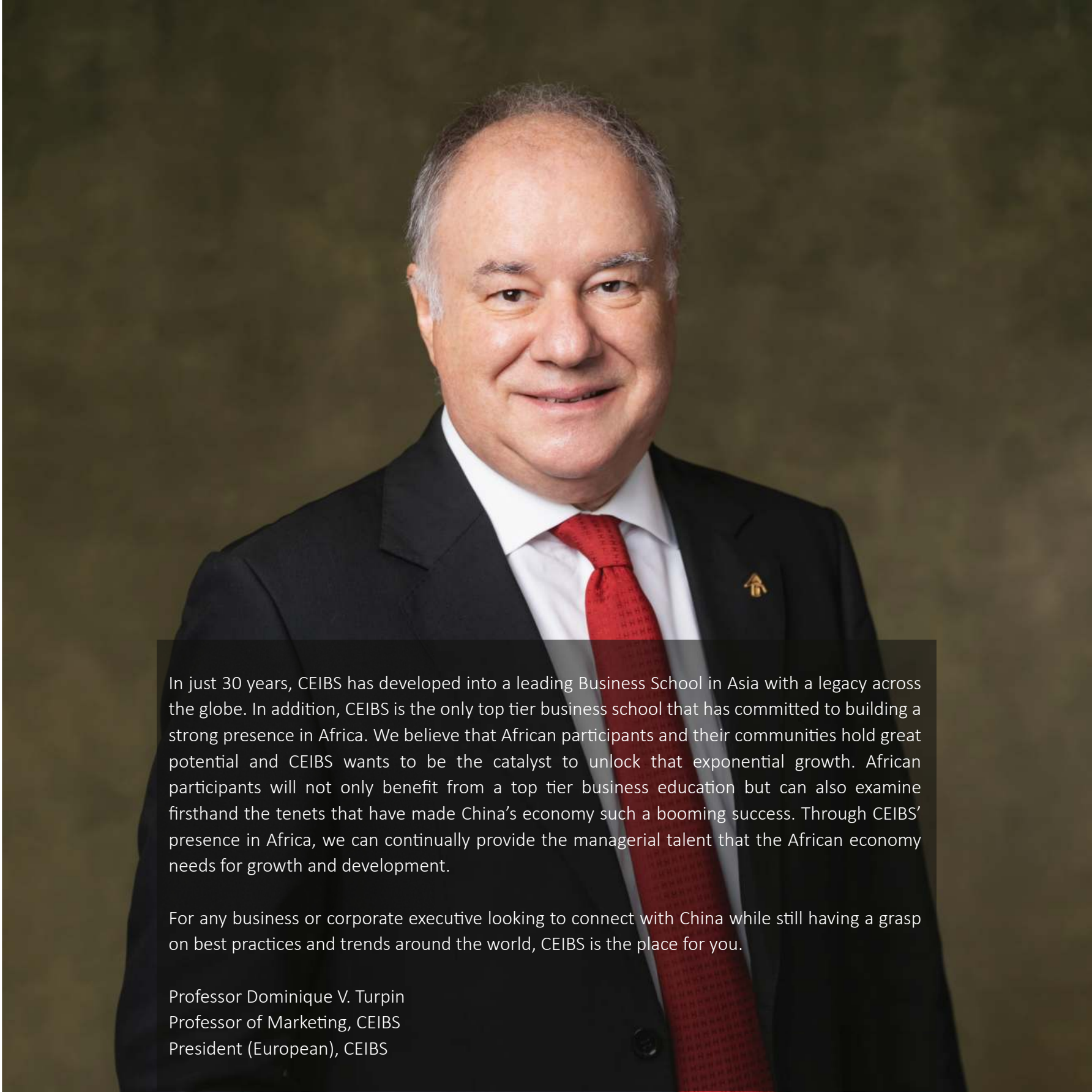
A photograph of a middle-aged Black man with a shaved head and a short beard, smiling warmly. He is wearing a white dress shirt and a dark lanyard. He is seated in a black office chair. The background is a blurred office environment with a window and some equipment.

PROGRAMME BENEFITS

This programme is designed to help owners and directors of fast growing enterprises re-think the key business leadership and management challenges they are facing, set up modern and agile management systems, and lay a solid foundation for scaling their business growth in a dynamic business landscape. 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 business.

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 both CEOs, and directors, and learned how to establish constructive work relationships with employees and external stakeholders
- Further enhanced those skills, which are essential for both CEOs, and business owners: negotiation, coaching and communication
- Gained membership in the prestigious CEIBS Global Alumni Association and benefit from the international network available to members within and outside Africa

A professional headshot of Professor Dominique V. Turpin, a middle-aged man with short, graying hair, wearing a dark suit, white shirt, and red tie. He is smiling slightly and looking directly at the camera. The background is a neutral, textured gray.

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 Dominique V. Turpin
Professor of Marketing, CEIBS
President (European), CEIBS

3
Cities

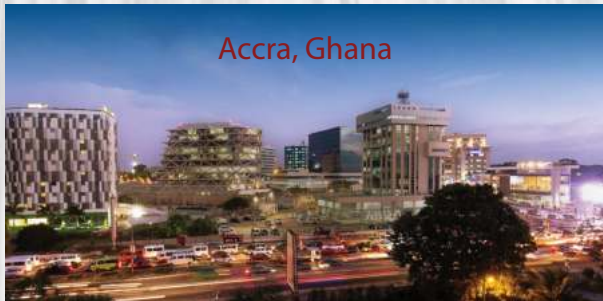
3
Countries

2
Continents

6
Modules

5
Months

19/24
days



The content and curriculum of our Owner Director Programme are organised as an integrated and immersive learning process that enables you – the owner or director – to engage systematically with complex strategic issues through the following 6 modules delivered across 3 cities:



PROGRAMME CONTENT

Financial Growth Strategy for Entrepreneurs

This module introduces participants to principal concepts and tools of finance needed for entrepreneurial success. 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 finance principles such as financial statements analysis, working capital management, business valuation, capital investment analysis, financial planning and control, and sources of financing such as venture capitals and business angels.

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 business leaders to be future ready as they drive brand differentiation, value creation

Beyond the Founder: Leading Family Businesses

This module is intended to provide grounding in the principles and practice of succession planning to ensure that family businesses live on to see the next generation. By the end of the course, participants would have enhanced understanding of the key issues and lessons in family business succession planning to inform decisions and to enable them put in place measures for their business survival and growth. They will learn from successful and unsuccessful executives of family businesses from various cultural and business backgrounds.

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 a founder/visioner/ director/owner/chief executive, who is the chief strategist of an organisation can use to improve the strategy formulation and execution of his/her firm. The module adopts proven concepts and tools for analyzing industry attractiveness and competitive dynamics, for understanding a firm's value creation and competitive advantage, for developing innovative strategies both within a firm's value chain, and across industries and geographic markets, and for planning the effective execution of an organisation's strategy.

Game Changing Leadership for Dynamic Times

Businesses 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 business leaders to introduce new ideas and processes into their businesses, and/or manage successfully change projects, thereby ensuring the continued survival and prosperity of their organisations.

Executive Business Coaching

One-on-one engagement sessions with participants with a focus on the growth of their businesses.

Additional Sessions

Global-Local (Glocal) Immersion and Teambuilding Session

This session in Ghana explores how teams can work together in a cohesive manner. Executives will learn practicalities involved in building and sustaining effective global teams that understand local context. The session equips participants to think global and act local. Participants 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 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:

- Company Visits – Immerse yourself in businesses 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 business after the programme ends
- One-on-one executive business coaching

Adoye Oluwale Bennett



ADMISSION PROCEDURE

- Interview: After receiving the Application Form, we will contact the applicant as soon as possible for an interview
- For those who pass the interview, the CEIBS Admissions Office will send them 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 seats will be confirmed based on the Letter of Acceptance. Applications received less than 20 days prior to the programme start date will be handled on a case-by-case basis.

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.



For the business owner who is looking for opportunities to scale up and build sustainable growth, the CEIBS Owner Director Programme (ODP) is for you. The programme typically examines strategies for SMEs to succeed in the digital age. Learning through reflection and breaking away from entrenched positions and mind-sets through questioning, analysing, discussing and sharing with accomplished classmates, the CEIBS ODP allows the business owner to utilise the knowledge gained from the programme to transform his/her business while at the same time building a powerful business network.

Professor Mathew Tsamenyi
Executive Director
CEIBS Africa



NEXT STEPS

To take your place in the Owner Director Programme, here are a number of things you can do:

- Complete and send in the application form
- Reserve a Place by emailing your names, mobile number and country of residence to africaprogram@ceibs.edu
- Call any of the following numbers:
+233 54 431 5238 / +233 54 012 0402 (Ghana)
+234 810 917 1190 / +234 706 810 5054 (Nigeria)

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