

## About CEIBS

China Europe International Business School (CEIBS) is the leading international business school in China. CEIBS is a not-for-profit joint venture established in Shanghai in 1994 under an agreement between the Chinese Government and the European Union. The institution has been instrumental in nurturing the kind of leaders that have driven China's economic transformation with distinction, and offers not only world class teaching and research but also the kind of China depth that no other global business school can match.

The CEIBS Africa project was launched in 2009 with a mission to prepare highly competent innovation oriented managers and executives who are capable of leading and growing their organisations in the increasingly dynamic African economic environment.

> CEIBS Global Executive MBA is ranked #2 worldwide; top 2 worldwide for six consecutive years  
**#1 Stand-alone Programme Worldwide**  
- *Financial Times, London, EMBA Ranking*

>CEIBS MBA is ranked #1 in Asia for eight consecutive years  
- *Financial Times, London, MBA Ranking*

>CEIBS Executive Education is ranked among the top 30 Worldwide  
- *Financial Times, London, Executive Education Ranking*

## WELA Locations



Accra



Lagos



Abuja



Shanghai



Hangzhou



Yiwu



**CONTACT US WITH YOUR ENQUIRIES**

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[www.ceibs.edu/wela-programmes](http://www.ceibs.edu/wela-programmes)

# BREAK THE GENDER STEREOTYPE IN BUSINESS

The Women Entrepreneurship and Leadership for Africa (WELA) Programme is a unique practical and hands-on programme that assesses and addresses the issues, challenges and opportunities women face in creating, managing and leading companies in Africa. The programme is specially designed for women entrepreneurs and is focused on enabling them to identify business opportunities as well as grow viable and sustainable enterprises.

CEIBS creates a supportive and participatory learning environment for the exchange of best practices and experiences, strategy and skills development to enable enterprising african women achieve economic transformation.

## Programme Features

- Modules held in Accra/Lagos/Abuja
- A 3-day intensive module each month (Friday to Sunday), from 9:00 a.m. to 5:00 p.m
- Coaching and technical support
- Post-programme China immersion module
- Class sessions in Shanghai
- Participation in an ecommerce programme for business transformation at Alibaba Headquarters, Hangzhou
- A trip to Yiwu International Trade City
- Company visits

## Programme Benefits

- Undertake a robust evaluation of your business and professional needs
- Acquire strategic and operational tools to build required business structures
- Build the business confidence needed for growth and scale
- Participate in peer learning and mentoring to refine business strategies and gain fresh perspectives
- Recieve coaching and technical service assessment and support
- Join the over 30,000 CEIBS Africa and global alumni network and tap into the extensive and rewarding social capital resources available to members
- Gain a global business edge through the China immersion experience



## Programme Content

### Modules

- Strategy and Innovation in Entrepreneurial Ventures
- Entrepreneurial Sales & Marketing
- Entrepreneurial Finance & Accounting
- Entrepreneurship, Leadership and Gender in Africa

### Sessions

- Business Model Canvas (BMC)Workshop
- Environmental Social and Governance (ESG) Session
- Introductory session on doing business in China
- Inter-cohort teambonding

### Coaching & Technical Support

A coaching journey to assess your operations, HR, accounting, legal, engineering, tax etc. systems and prepare your business for transformation

### Post-Programme China Immersion Module

- A peek into the future through China's digitized urban experience
- Understanding digital business growth at the Alibaba Headquarters in Hangzhou
- Exposure to Global Supply Chains in Yiwu
- Classroom Immersion at CEIBS Shanghai campus on doing business in China
- Networking for success

### Admission Requirements

- Strong business and leadership background
- Proof of academic or professional achievements
- At least 2 years' work/business experience

## Programme Fee

- Fee: GH₵48,000 / ₦6,000,000 (excluding the post-programme China immersion module)
- Payable in installments by module
- Covers all teaching materials, lunch and tea breaks
- Cost of post-programme China immersion module to be confirmed later

## Testimonials

"Some years ago, while driving to work I saw a signage that read CEIBS and I kept wondering what it was all about. With time, I decided to visit their Accra campus to learn more about their offerings because I had been thinking of pursuing a master's degree. From my inquiries, I knew it would be a great place to further my education but I was not financially prepared for the Global EMBA. As God and time will have it, I chanced on the WELA programme. It turns out it will be one of the most transformative experiences in my personal development journey and doing business as well. Thanks to WELA, I feel so proud to have completed the Global Initiative Programme at Alibaba, which has broadened my perspectives, connected me with inspiring minds and equipped me with tools to create positive change, starting with the person next door. I am so grateful for this transformative experience, powered by CEIBS."

Baaba Ankrab  
WELA Accra  
CEO, GOBA KENTE

"The WELA experience was phenomenal. Every bit of information added great value, whether it was provided formally or during informal chats. After Prof. Mathew Tsamenyi's Accounting module, I decided to have a forensic auditor check one of my accounts and the bank refunded me 3,800,000 NGN (10,550.00 USD)! This was money that was previously totally lost to me, now regained. All that I learned from all the modules has contributed greatly to my business and our factory project management. In light of the forex issues in Nigeria, this new knowledge could not have come at a better time. Today I have been made a brand ambassador for Stanbic IBTC Bank in Nigeria."

Omoyemi Chukwurah  
WELA Lagos  
CEO, Seams and Stitches Ltd/Dresscode Ltd.

"I have been in business for almost 2 decades but it was only after I joined the CEIBS WELA programme that I actually started to run a properly structured business. I have met phenomenal women on the programme and I have really expanded my network. I have learned so much from WELA. It is relatable and practical, and gives tangible knowledge that I can transfer straight to my business. ."

Ifeoma Williams  
WELA Lagos  
Fruition Image Consultant.

"I really love the way CEIBS genuinely cares for the growth of its students. When I joined the WELA programme, I was sure that it will add value to me and my business and I wasn't wrong. It was that and so much more. The ages of my classmates in the programme ranged from people in their early 30's to those in their 60s. You are never too early or too late! You are just in time. Never cease to take advantage of opportunities that add value to your life. Do You!"

Angela Dede Kofi  
WELA Accra

