ENERGY GENERATION

BUSINESS & AGRI SCHOOL

Advanced Professional Diploma

Sales Administration and Business Relationship Manager

Academic program 2020-2022

Energy Generation
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A tailored start-up creation and development program

The Business & Agri School is a pre-incubation program that offers a range of courses from the Advanced Professional Diploma to MBA level. With a focus on management, our program seeks both excellence and accessibility.

The aim of the program is to help students develop a product and business model that is economically viable, technically feasible and technologically innovative. As a result, at the end of the course, students will be able to:

- Create a functioning technical product (Minimum Viable Product - MVP)
- Define a viable business model (Proof of Concept)
- Create and manage an operational start-up

An internationally recognized diploma

The goal of this program is to provide excellent training to the brightest and most innovative minds across the continent so they can positively impact the future of Africa. To ensure this training excellence, our program was developed in partnership with Ascencia Business School, a member of the College de Paris, in France. Three streams have been set up, adapted to all levels:

- **Advanced Professional Diploma**: *Sales Administration and Business Relationship Manager*[1]
- **Bachelor**: *Operating Manager in Business Development*[1]
- **Master of Business Administration (MBA)**: *Business Unit Manager*[2]

Graduation from the program results in an internationally recognized certification registered in the National Directory of Professional Certification (RNCP). Furthermore, the programs offer all the necessary resources to develop your entrepreneurial project and/or launch your career.

Students come from all over Africa, from both French and English speaking-countries in order to take these programs. Therefore, training is offered in French at the Lomé Campus in Togo and in English at the Accra Campus in Ghana.

An adapted training approach that is progressive and pro-active

Our training method is based on a theory of innovation management developed by the Michigan Institute of Technology called the MIT: Design Thinking Approach.

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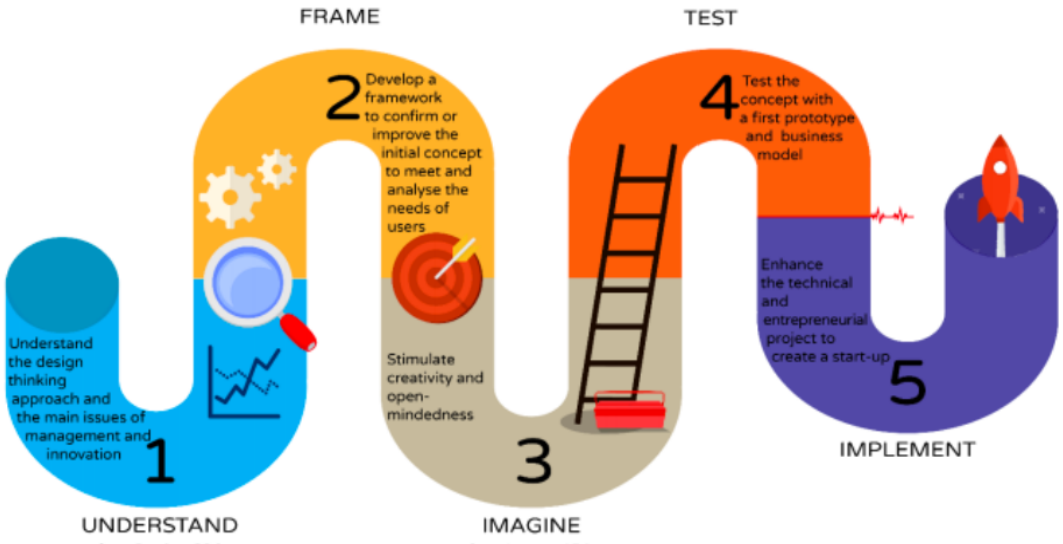
[1] *Certification registered on the National Directory of Professional Certification (RNCP) by Decree of February 23rd, 2017 in the Official Journal of March 3rd, 2017*

[2] *Certification registered on the National Directory of Professional Certification (RNCP) by Decree of July 7th, 2017 in the Official Journal of July 19th, 2017*

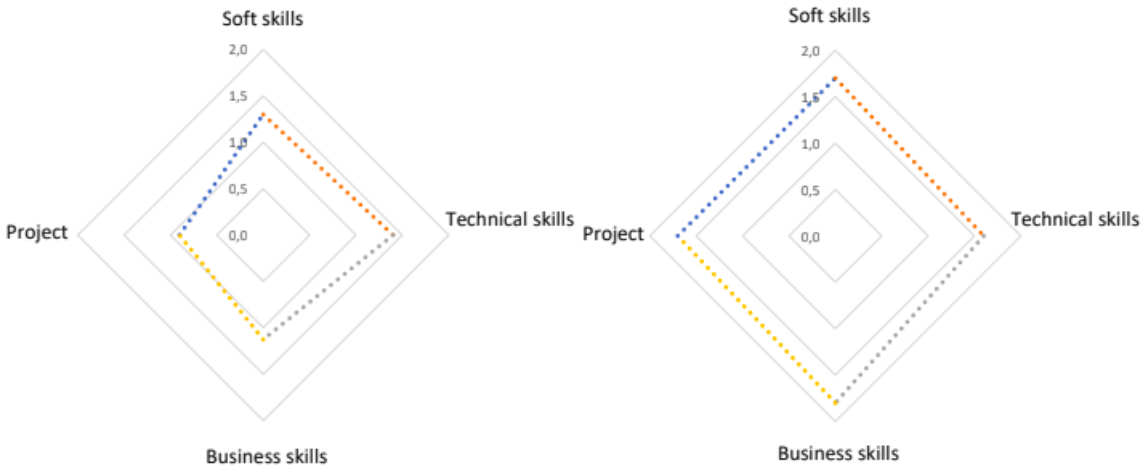
Based on our unique experience, we have adapted the Design Thinking method to better suit our students. These adaptations include focusing mainly on frugal innovation, which mobilizes few resources, and coming at problems from African perspectives.

Our training model uses this adapted skills-based approach to accompany students in their project and walk them through the process of Design Thinking.



The progression of our training in 5 steps based on the Design Thinking Approach

The evolution of the student's skills and their implementation at the level of their project are monitored by a skills grid co-evaluated by the student. One hundred indicators to monitor the progress of the project and their skills thus make it possible to evaluate their progress.



Example of skills-grid evolution for a project holder

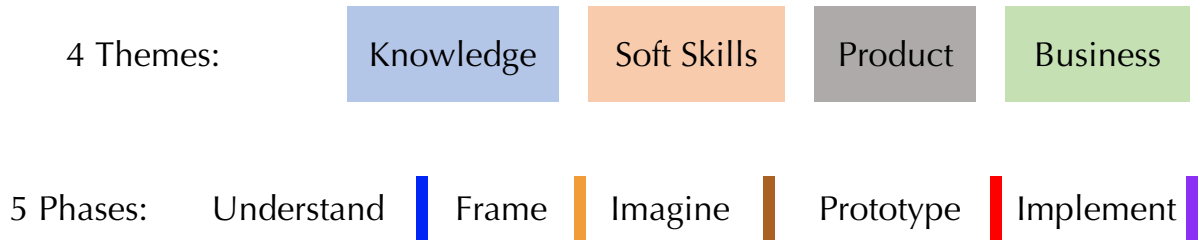
Further to our adapted training approach and skills monitoring techniques. We leave room in each weekly module to include group activities, interactive training techniques, discussion groups, case studies, guest speakers, visits with experienced professionals, field visits, and much more…

Four pillars: knowledge, soft skills, technical skills, and business skills

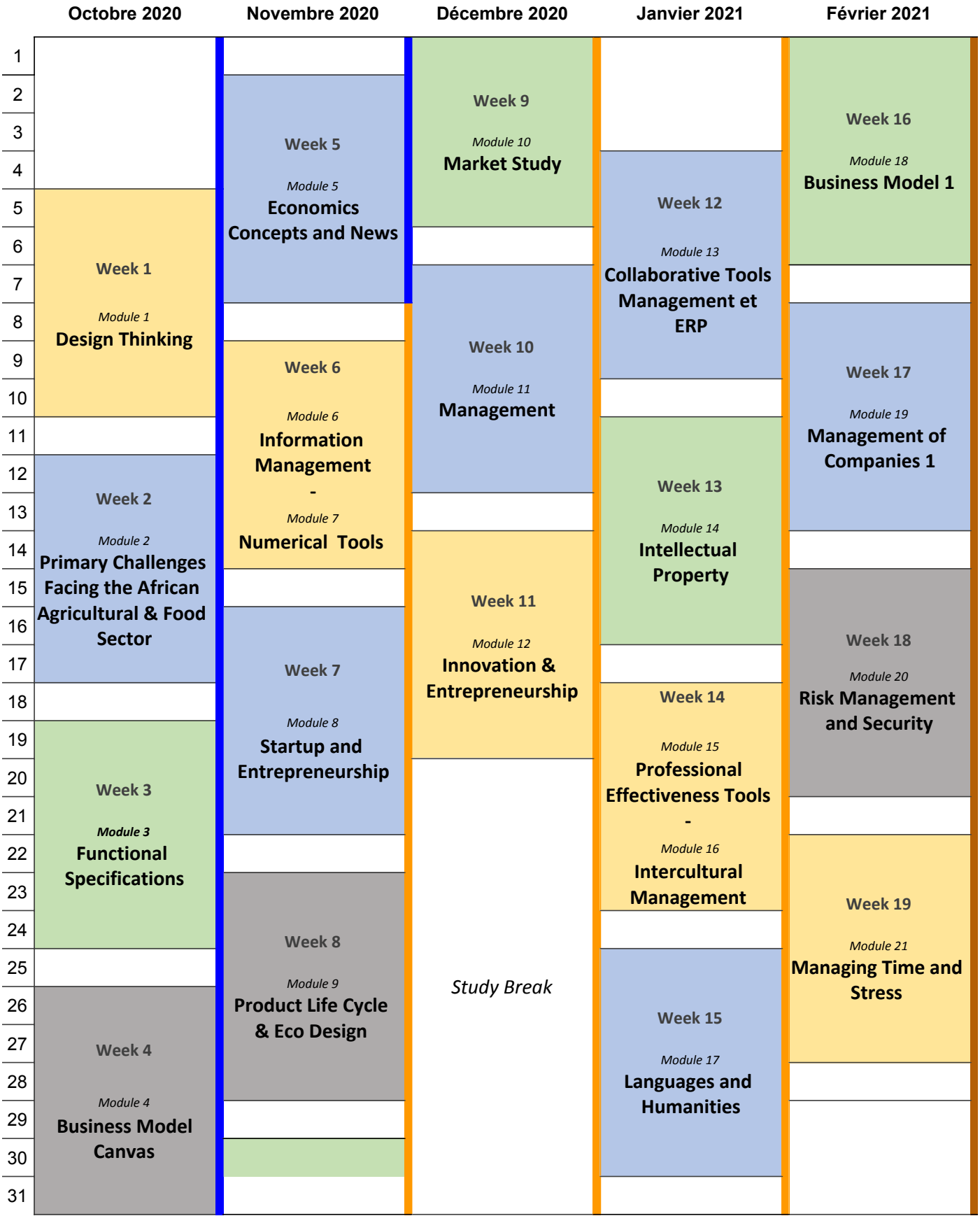
At Energy Generation, we believe that knowledge, creativity, leadership and experience are essential to entrepreneurial success. We have created a 2-year program divided into 80 specific modules and a 4-month internship. Each module explores one of the following four foundational pillars: knowledge, soft skills, technical skills, and business skills. The 4 pillars are harmoniously combined into the following themes:

- Knowledge and soft skill-themed modules:
    - **Knowledge** modules teach the skills needed for entrepreneurship in the field of Agricultural & Food sector. These are the hard skills required for the development and management of start-ups in the field of Agricultural & Food Sector.
    - **Soft skill** modules refine personal development, creativity, oral communication, and written communication skills. Skills that can be applied anywhere you go in life.

- Product and Business-themed modules
    - **Product**-themed modules are devoted to the students' technical skills required for the development of their product. These modules will be dedicated to managing the development of the students' prototype or minimum viable product.
    - **Business**-themed modules teach the business skills necessary to start and manage a business. These modules are specifically dedicated to the students' Entrepreneurial Project and the development of their start-up, business model, and business plan.



Advanced Professional Diploma
First year – Semester 1

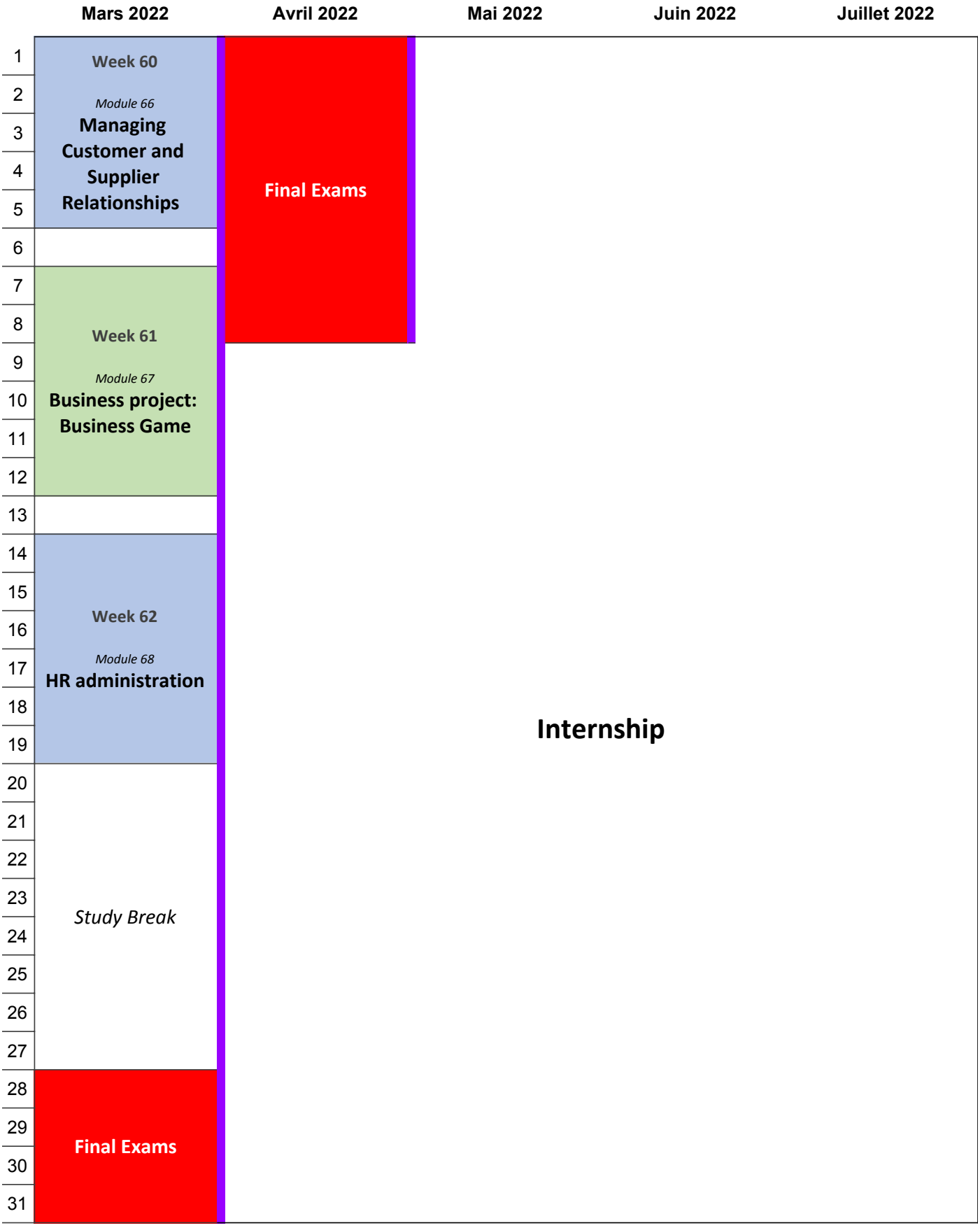


Advanced Professional Diploma
First year – Semester 2

	Mars 2021	Avril 2021	Mai 2021	Juin 2021	Juillet 2021
1	Week 20	Module 27 Negotiation Skills		Week 32	Module 41 Prototyping 1
2	Module 22 Internal Communication - Module 23 Professional Writing			Module 36 Accounting	
3			Week 28		
4		Study Break	Module 31 Technical Design		Week 37
5					Module 42 Corporate Management
6					
7				Week 33	
8	Week 21			Module 37 Business Plan 1	
9	Module 24 Open Innovation				
10			Week 29		
11			Module 32 Conflict Management - Module 33 Intercultural Management		
12		Week 25			Week 38
13		Module 28 Management of companies			Module 43 Business Plan 2
14				Week 34	
15	Week 22			Module 38 Managing Crisis - Module 39 Professional Effectiveness	
16	Module 25 Collaborative Tools Management				
17			Week 30		
18			Module 34 Introduction to Law/Moot Court		
19		Week 26			Week 39
20		Module 29 Introduction to Marketing			Module 44 Prototyping 2
21				Week 35	
22	Week 23			Module 40 Law/Moot Court	
23	Module 26 Introduction to Coding				
24			Week 31		
25			Module 35 Experimental Methodologies		
26		Week 27			Week 40
27		Module 30 Languages and Humanities			Module 45 Marketing Analysis
28				Week 36	
29	Week 24				
30					
31					

Advanced Professional Diploma
Second year – Semester 3

	Octobre 2021	Novembre 2021	Décembre 2021	Janvier 2022	Février 2022
1		Week 45 *Module 50* **Marketing and External Communication**	*Module 55* **Prototyping 3**		*Module 62* **Personal Development**
2					
3				Week 52 *Module 58* **Proofs of concept (pratice)**	
4	Week 41 *Module 46* **Personal Branding**				
5					
6			Week 50 *Module 56* **Languages and Humanities**		
7					Week 57 *Module 63* **Activity Management**
8		Week 46 *Module 51* **Public Speaking -** *Module 52* **Business Pitch**			
9					
10				Week 53 *Module 59* **Business Project: Create a Website**	
11	Week 42 *Module 47* **Performance and Continuous Improvement**				
12					
13			Week 51 *Module 57* **Proof of Concept (theory)**		
14					Week 58 *Module 64* **Business project: Incorporate a Business**
15		Week 47 *Module 53* **Cash Flow Forecast**			
16					
17				Week 54 *Module 60* **Corporate Communication**	
18	Week 43 *Module 48* **Business Model 2**				
19					
20					
21					Week 59 *Module 65* **Industrial Design and Technical Data Sheet**
22		Week 48 *Module 54* **Business Project: Communication Campaign**			
23					
24				Week 55 *Module 61* **fundraising**	
25	Week 44 *Module 49* **Design**				
26					
27					
28					
29		Week 49			
30					
31				Week 56	

Study Break

Advanced Professional Diploma
Second year – Semester 4