



BUSINESS & ENERGY SCHOOL

Bachelor

Operating Manager in Business Development

Academic program 2020-2022



A tailored start-up creation and development program

The Business & Energy 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

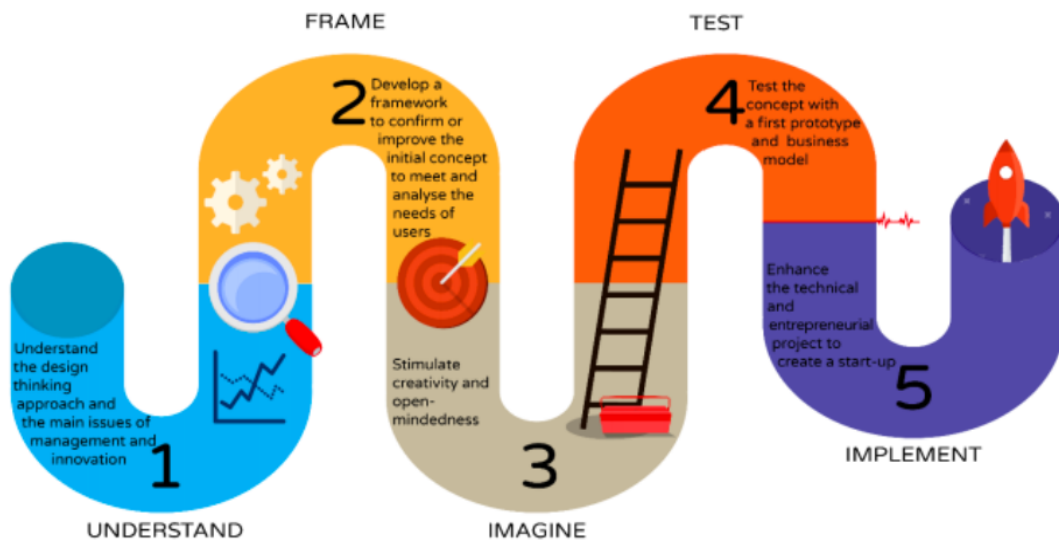
Our training method is based on a theory of innovation management developed by the Michigan Institute of Technology called the MIT: Design Thinking Approach.

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

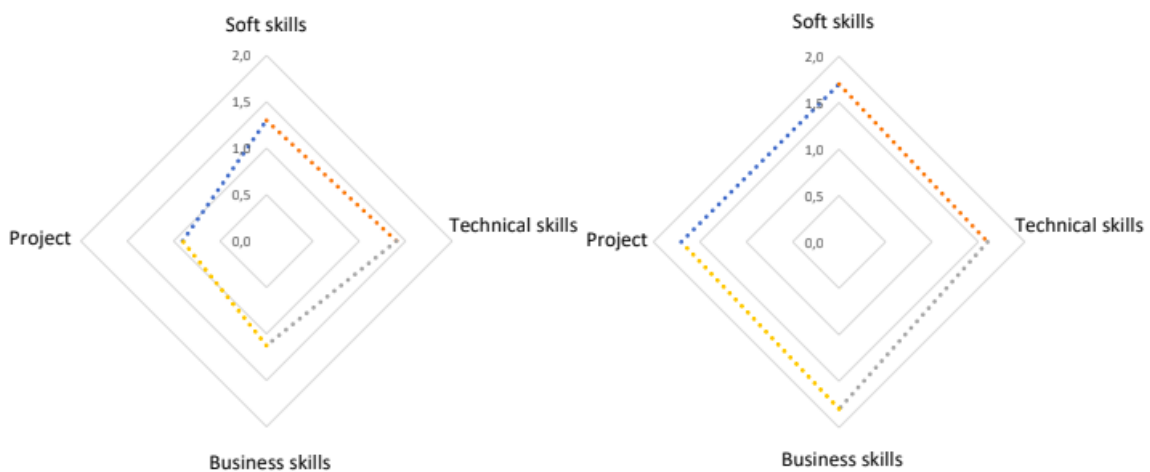
Based on our unique experience, we have adapted the Design Thinking method to better suit our students. These adaptations include focusing mainly on frugal innovation, which mobilizes few resources, and coming at problems from African perspectives.

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 energy. These are the hard skills required for the development and management of start-ups in the field of energy.
 - **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.

4 Themes:

Knowledge

Soft Skills

Product

Business

5 Phases:

Understand

Frame

Imagine

Prototype

Implement

Bachelor

First year – Semester 1

	Octobre 2020	Novembre 2020	Décembre 2020	Janvier 2021	Février 2021
1					
2		Week 5	Week 9		Week 16
3		Module 5	Module 11		Module 21
4		Philosophy of Business and Economics	Market Study	Week 12	Business Model 1
5		Module 6		Module 15	
6		Economics Concepts and News		Strategic Benchmarking	
7	Week 1		Week 10	-	
8	Module 1		Module 12	Module 16	
9	Design Thinking	Week 6	Managing Teams	Risk Management	Week 17
10		Module 7	Module 13		Module 22
11		Information Management	Managing Business Units	Week 13	Managing Collaboration Tools
12	Week 2	-		Module 17	
13	Module 2	Numerical Tools		Intellectual Property	
14	Primary Challenges Facing the African Energy Sector		Week 11		Week 18
15		Week 7	Module 14	Week 14	Module 23
16		Project Management	Innovation & Entrepreneurship	Module 18	Risk Management and Security
17				Professional Effectiveness	
18				-	
19				Module 19	
20	Week 3			Intercultural Management	Week 19
21	Module 3	Week 8			Module 24
22	Functional Specifications	Module 10	Study Break	Week 15	Managing Time and Stress
23		Product Life Cycle & Eco Design		Module 20	
24				Languages and Humanities	
25	Week 4				
26	Module 4				
27	Business Model Canvas				
28					
29					
30					
31					

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First year – Semester 2

	Mars 2021	Avril 2021	Mai 2021	Juin 2021	Juillet 2021
1					
2	Week 20	Module 29 Negotiation Skills		Week 32	
3	Module 25 Business Management			Module 39 Corporate Management	
4			Week 28		Week 37
5			Module 33 Technical Design		Module 45 Financial Analysis Tools
6					-
7		Study Break			Module 46 Accounting
8	Week 21		Week 29	Week 33	
9	Module 26 Open Innovation		Module 34 Conflict Management	Module 40 Business Plan 1	
10			-		
11		Week 25	Module 35 Intercultural Management	Week 34	Week 38
12		Module 30 Strategic Management		Module 41 Managing Crisis	Module 47 Business plan 2
13	Week 22		Week 30	-	
14	Module 27 Strategic management		Module 36 Introduction to Law/Moot Court	Module 42 Professional Effectiveness	
15			-		
16		Week 26	Module 37 Advanced Desktop Tools		Week 39
17		Module 31 Introduction to Marketing		Week 35	Module 48 Prototyping 2
18	Week 23			Module 43 Marketing and Public Relations	
19	Module 28 Introduction to Coding		Week 31		
20		Week 27	Module 38 Experimental Methodologies		Week 40
21		Module 32 Strategic Management		Week 36	Module 49 Management Control Systems
22				Module 44 Prototyping 1	
23	Week 24				
24					
25					
26					
27					
28					
29					
30					
31					

Bachelor Second year – Semester 3

	Octobre 2021	Novembre 2021	Décembre 2021	Janvier 2022	Février 2022
1		Week 45			Week 56
2		Module 55	Week 49		
3		Strategic Management	Module 61		Module 68
4		-	Prototyping 3		Personal Development
5	Week 41	Module 56		Week 52	
6		Legal Frameworks for Companies and Contracts		Module 64	
7	Module 50			Languages and Humanities	
8	Personal Branding		Week 50		Week 57
9		Week 46	Module 62		Module 69
10		Module 57	Cash Flow Forecasting		Sales Techniques
11	Week 42	Public Speaking		Week 53	
12	Module 51	-		Module 65	
13	Business Informatics	Module 58		Business Project: Create a Website	
14	-	Business Pitch	Week 51		Week 58
15	Module 52		Module 63		Module 70
16	Operational Marketing	Week 47	Proof of Concept (theory)		Business project: Incorporate a Business
17		Module 59		Week 54	
18		Performance and Continuous Improvement		Module 66	
19	Week 43			Corporate Communication	
20	Module 53				Week 59
21	Business Model 3	Week 48			Module 71
22		Module 60			Industrial Design and Technical Data Sheet
23		Business Project: Communication Campaign		Week 55	
24			Study Break	Module 67	
25	Week 44			Proof of Concept (pratique)	
26	Module 54				
27	Design				
28					
29					
30					
31					

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Second year – Semester 4

	Mars 2022	Avril 2022	Mai 2022	Juin 2022	Juillet 2022				
1	<div>Week 60</div> <div>Module 72</div> <div>HR Administration</div>	<div>Final exams</div>							
2									
3									
4									
5									
6									
7	<div>Week 61</div> <div>Module 73</div> <div>Business Project: Business Game</div>								
8									
9									
10									
11									
12									
13									
14	<div>Week 62</div> <div>Module 74</div> <div>HR Management</div> <div>-</div> <div>Module 75</div> <div>Logistics and Supply Chain</div>								
15									
16									
17									
18									
19									
20	<div>Study Break</div>	<div>Internship</div>							
21									
22									
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24									
25									
26									
27									
28	<div>Final exams</div>								
29									
30									
31									