



BUSINESS & ENERGY SCHOOL

MBA – Master of Business Administration

Business Unit Manager

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

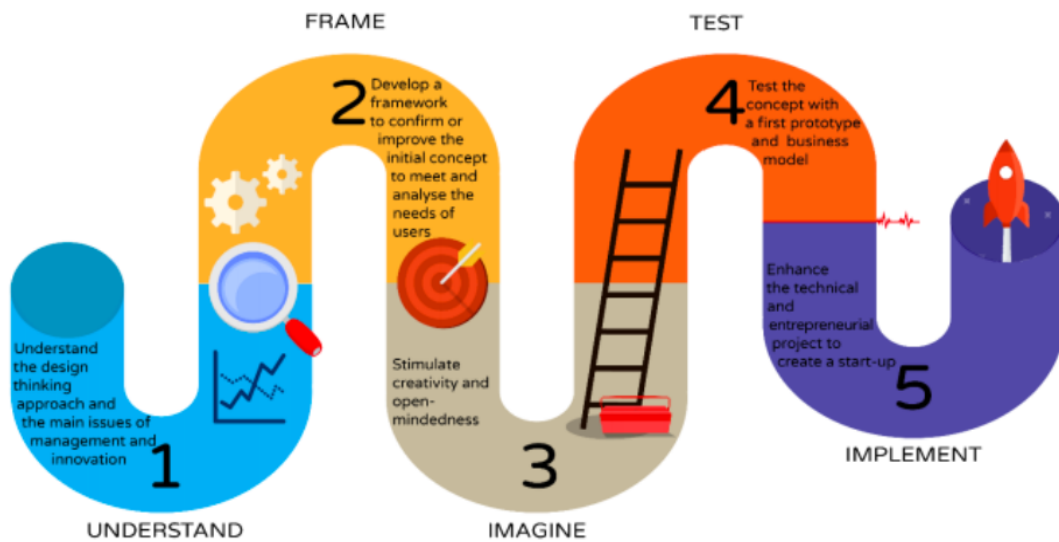
Our training method is based on a theory of innovation management developed by the Michigan Institute of Technology called the MIT: Design Thinking Approach.

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

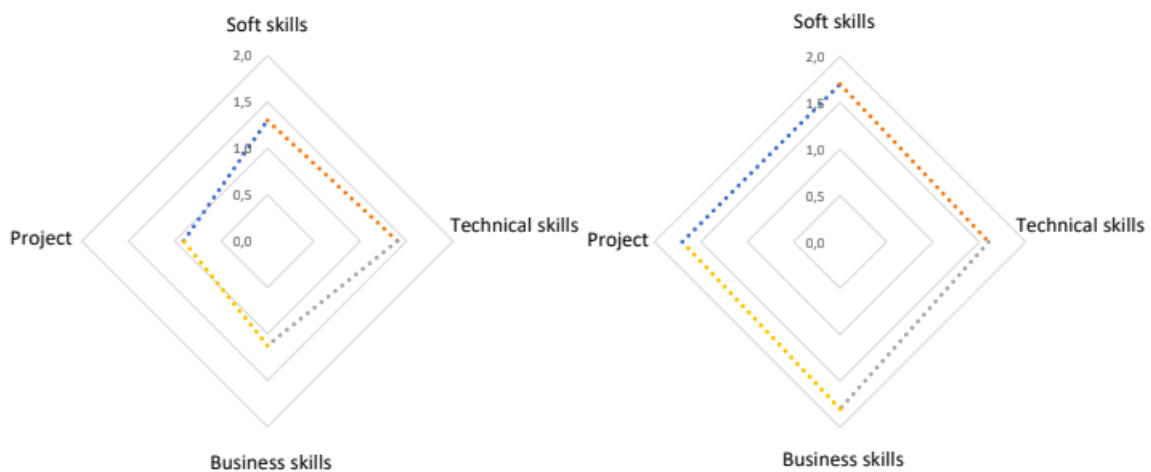
Based on our unique experience, we have adapted the Design Thinking method to better suit our students. These adaptations include focusing mainly on frugal innovation, which mobilizes few resources, and coming at problems from African perspectives.

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

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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 22
4		Philosophy for Managers	Market study	Week 12	Business Model 1
5		-		Module 15	
6		Module 6		Organising Information Systems	
7	Week 1	Geopolitics for Managers	Week 10	-	
8	Module 1		Module 12	Module 16	Week 17
9	Design Thinking	Week 6	Managing Procurement	Supply Chain Management	Module 23
10		Module 7	-		Corporate Policy and Business Strategy
11		Information Management	Module 13		-
12		-	Managing Social Relationships	Week 13	Module 24
13	Week 2	Module 8		Module 17	Internal Communication
14	Module 2	Digital tools	Week 11	Intellectual Property	
15	Primary Challenges Facing the African Energy Sector		Module 14		Week 18
16		Week 7	Innovation & Entrepreneurship and Entrepreneurial Challenge		Module 25
17		Module 9		Week 14	Risk Management and Security
18		Project Management		Module 18	
19				Professional Effectiveness	
20	Week 3			-	
21	Module 3			Module 19	
22	Functional Specifications			Intercultural Management	Week 19
23		Week 8			
24		Module 10		Week 15	Module 26
25		Product Life Cycle & Eco Design	Study Break	Managing a Portfolio of Projects	Managing Time and Stress
26				Module 20	
27	Week 4			-	
28	Module 4			Module 21	
29	Business Model Canvas			Managing a Team and Business Unit	
30					
31					

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First year – Semester 2

	Mars 2021	Avril 2021	Mai 2021	Juin 2021	Juillet 2021
1	Week 20			Week 32	
2				Module 45	
3	Module 27 Business Law			Profit Center Management	
4	-			-	
5	Module 28 Accounting		Week 28	Module 46 Foreign Language 2	Week 37
6			Module 39 Technical Design		Module 52 Organizational change management
7		Study Break			-
8	Week 21			Week 33	Module 53 Entrepreneurship
9	Module 29 Open Innovation		Week 29	Module 47 Business Plan 1	
10			Module 40 Conflict management		
11		Week 25	-		
12		Module 34 Social Law	Module 41 Intercultural Management	Week 34	Week 38
13		-		Module 48 Managing Crisis	Module 54 Business plan 2
14	Week 22	Module 35 Marketing Campaigns		-	
15	Module 30 Financial Analysis		Week 30	Module 49 Professional Effectiveness	
16	-		Module 42 Quality Management		
17	Module 31 Managing a Project Budget		-		
18		Week 26	Module 43 Financial Analysis	Week 35	Week 39
19		Module 36 Introduction to Marketing		Module 50 Cross-organizational Strategy	Module 55 Prototyping 2
20	Week 23				
21	Module 32 Introduction to Coding		Week 31		
22		Week 27	Module 44 Experimental Methodologies		
23		Module 37 Marketing Innovation		Week 36	Week 40
24		-		Module 51 Prototyping 1	Module 56 Management Consulting
25	Week 24	Module 38 Foreign Language 1			
26	Module 33 Negotiation Skills				
27					
28					
29					
30					
31					

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Second year – Semester 3

	Octobre 2021	Novembre 2021	Décembre 2021	Janvier 2022	Février 2022
1		Week 45	Week 49		Week 56
2		<i>Module 62</i>	<i>Module 67</i>		<i>Module 75</i>
3		Performance and continuous improvement	Prototyping 3	Week 52	Personal Development
4	Week 41			<i>Module 70</i>	
5	<i>Module 57</i>		Week 50	Proof of Concept (pratic)	
6	Personal branding	Week 46	<i>Module 68</i>		Week 57
7		<i>Module 63</i>	Audit and Management Control (Level 1)		<i>Module 76</i>
8		Public speaking -		Week 53	Sales Techniques
9	Week 42	<i>Module 64</i>		<i>Module 71</i>	
10	<i>Module 58</i>	Business pitch	Week 51	Business Project: Create a Website	Week 58
11	Civil and criminal responsaility of the Business Manager		<i>Module 69</i>		<i>Module 77</i>
12	-	Week 47	Proof of Concept (theory)	Week 54	Business Project: Business Incorporation
13	<i>Module 59</i>	Fundraising		<i>Module 72</i>	
14	Corporate legal risks		Study Break	Corporate Communication	Week 59
15		Week 48			<i>Module 78</i>
16	Week 43	<i>Module 66</i>		Week 55	Industrial Design and Technical Data Sheet
17	Business Model 3	Business project: communication campaign		<i>Module 73</i>	
18				Negotiation and Business Development	
19				-	
20				<i>Module 74</i>	
21				Production Management	
22					
23					
24					
25					
26	Week 44				
27	<i>Module 61</i>				
28	Design				
29					
30					
31					

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Second year – Semester 4

	Mars 2022	Avril 2022	Mai 2022	Juin 2022	Juillet 2022
1	Week 60 <i>Module 79</i> Recruitment and Business Strategy - <i>Module 80</i> HR Management	Final exams			
2					
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7	Week 61 <i>Module 81</i> Business project: Business Game				
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14	Week 62 <i>Module 82</i> Data Analysis and Mining - <i>Module 83</i> Business Intelligence				
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20	<i>Study Break</i>		Internship		
21					
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28	Final exams				
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31					