



BUSINESS & ENERGY SCHOOL

Bachelor III

Operating Manager in Business Development

Academic program 2019-2021



A tailored pre-incubation program

The courses offered by Energy Generation seek both excellence and accessibility. Focused on management, the curricula offered range from Bachelor to MBA.

The aim of the training is to help students develop a product and a business model, with a view to achieving an economically viable, technically feasible and technologically innovative solution. At the end of the course, project leaders must be able to:

- Create a functional 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 is to provide excellence training to the brightest and most innovative minds across the continent and enable them to positively impact the future of Africa. For this, the training was developed in partnership with the French business school Ascencia Business School, member of the College de Paris. Thus, three courses have been set up, adapted to all levels:

- **Bachelor II** : *Manager of Sales Administration and Business Relationship*⁽¹⁾
- **Bachelor III** : *Operating Manager in Business Development*⁽¹⁾
- **Master in Business Administration (MBA)** : *Business Unit Manager*⁽²⁾

These trainings lead to a certification registered in the National Directory of Professional Certification (RNCP), recognized internationally and offering all the necessary resources to develop your entrepreneurial project and to facilitate your professional integration.

Project holders come from all over Africa, from both French and English speaking-countries; so the teaching contents and the interventions are in French in Lomé Campus and in English in Accra Campus.

(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

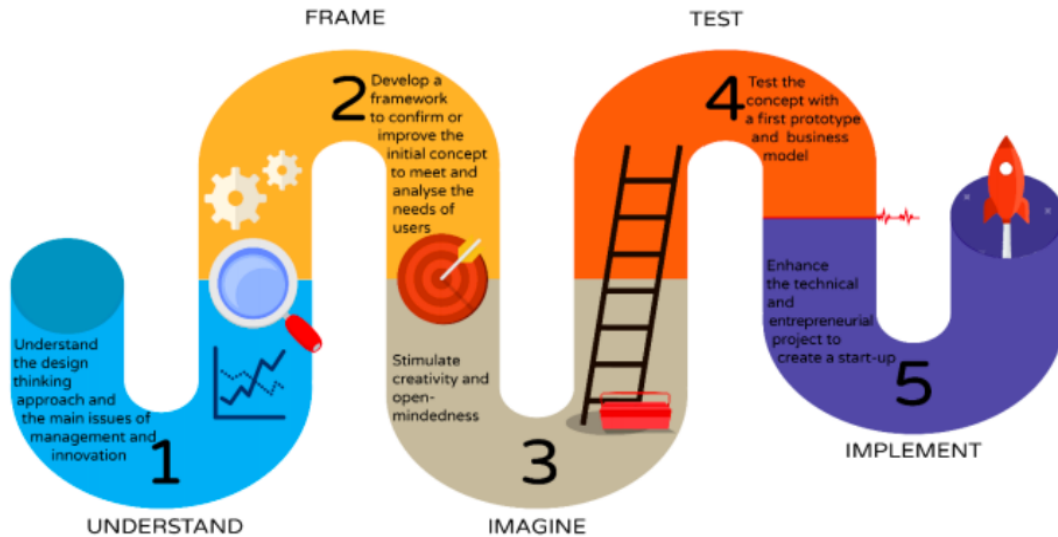
(2) Certification registered on the National Directory of Professional Certification (RNCP) by Decree of July 7th 2017 in the Official Journal of July 19th 2017

An evolutive, adapted and pro-active training approach

The pedagogical method put in place is based on a theory of innovation management developed by MIT: Design Thinking.

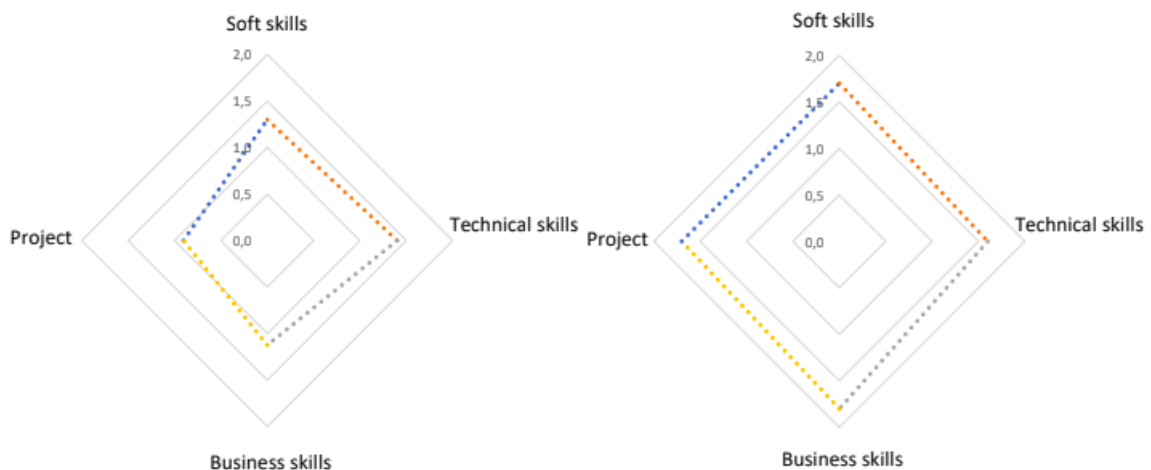
Taking into account the feedback from last years, we have adapted this theory of innovation management to our audience, coming from different horizons and focusing mainly on frugal innovation, which mobilizes few resources.

We have developed a pedagogical model based on a skills-based approach focused on the project holder and taking up the evolution process of Design Thinking.



The progression of the training in 5 steps

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



Example of skills-grid evolution for a project holder

Beyond the follow-up which is co-facilitated by the project holders, training weeks leave an important place to group work and active pedagogy techniques, reverse courses, case studies, testimonies, field visits...

Knowledge, soft skills, technical and business skills

At Energy Generation, we believe that knowledge, creativity, leadership and experience are essential for any entrepreneurial success. We have created a 2-year program divided into 80 specific one-week sessions. The 4 main axes are:

- Soft skills and Knowledge-oriented modules
 - Knowledge weeks focus on the tools needed for entrepreneurship in the field of energy. These skills will be useful to support the development and management of start-ups in the field of energy.
 - Soft skills weeks will refine personal development, creativity, and oral and written communication skills.
- Project-oriented modules
 - The weeks devoted to the Entrepreneurial Project will be dedicated to the development of the start-up and its business model.
 - The weeks devoted to the Technical Project will be dedicated to the management of technical issues and the development of the technical product.

4 Competences :

Hard Skills

Soft Skills

Product

Structure

5 Phases :

Understand

Frame

Imagine

Prototype

Implement

Bachelor III

First year – Semester 1

	OCTOBRE 19	NOVEMBRE 19	DÉCEMBRE 19	JANVIER 20	FÉVRIER 20
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First year – Semester 2

	MARS 20	AVRIL 20	MAI 20	JUIN 20	JUILLET 20
1		Week 23 Coding initiation		Week 31 Experimental approach	Week 35 Marketing and external communication
2	Week 20 Management of companies				
3					
4			Week 28 Technical design		
5					
6		Week 24 Negotiation skills			Week 36 Prototyping 1
7	Individual week			Week 32 Corporate management	
8					
9			Week 29 Conflict management - Intercultural management		
10		Week 25 Strategic management			Week 37 Financial analysis tools - Accounting
11				Week 33 Business Plan 1	
12	Week 21 Open innovation				
13					
14			Individual week		
15		Week 26 Introduction to marketing			Week 38 Business Plan 2
16				Week 34 Professional effectiveness tools - Crisis communication	
17	Week 22 Strategic management		Week 30 Law/Moot court - Advanced desktop tools		
18					
19		Week 27 Strategic management			Week 39 Prototyping
20					
21					
22					Week 40 Management control

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Second year – Semester 3

	OCTOBRE 20	NOVEMBRE 20	DÉCEMBRE 20	JANVIER 21	FÉVRIER 21
1					
2		Week 45	Week 49		Week 56
3		Strategic management -	Prototyping		Personal development
4		Legal framework for companies and contracts		Week 52	
5				Languages and humanities	
6	Week 41				
7	Personal branding		Week 50		Week 57
8			Cash flow forecast		Search for financing
9		Week 46			
10		Public speaking - pitch		Week 53	
11				Company project : website creation	
12	Week 42				
13	Management informatics - Operational marketing		Week 51		Week 58
14			Proof of concept (theory)		Company project : Creation of a company
15		Week 47			
16		Performance and continuous improvement		Week 54	
17				Corporate communication	
18					
19					Week 59
20	Week 43				Industrial design and technical sheet
21	Business Model 2				
22		Week 48			
23		Company project : communication campaign		Week 55	
24				Proof of concept (practice)	
25					
26	Week 44				
27	Design				
28					
29					
30					
31					

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Second year – Semester 4

	MARS 21	AVRIL 21	MAI 21	JUIN 21	JUILLET 21
1	Week 60 HR administration				
2					
3					
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5					
6	Individual week				
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14	Week 61 Company project : Business Game				
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19	Week 62 HRM, logistics and supply chain				
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27	Week 63 School-leaving exams				
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Internship