



1st edition

Global MBA in Impact Entrepreneurship

Tunis-Tunisia
2020-2021

*“We do not teach entrepreneurship,
We train impact entrepreneurs”*

E4IMPACT
ENTREPRENEURSHIP FOR IMPACT

Global MBA in Impact Entrepreneurship

The Global MBA in Impact Entrepreneurship is a 10-12 month program offered by E4Impact Foundation with Université Centrale and ALTIS – Graduate School Business and Society of the Università Cattolica del Sacro Cuore of Milan (Italy).

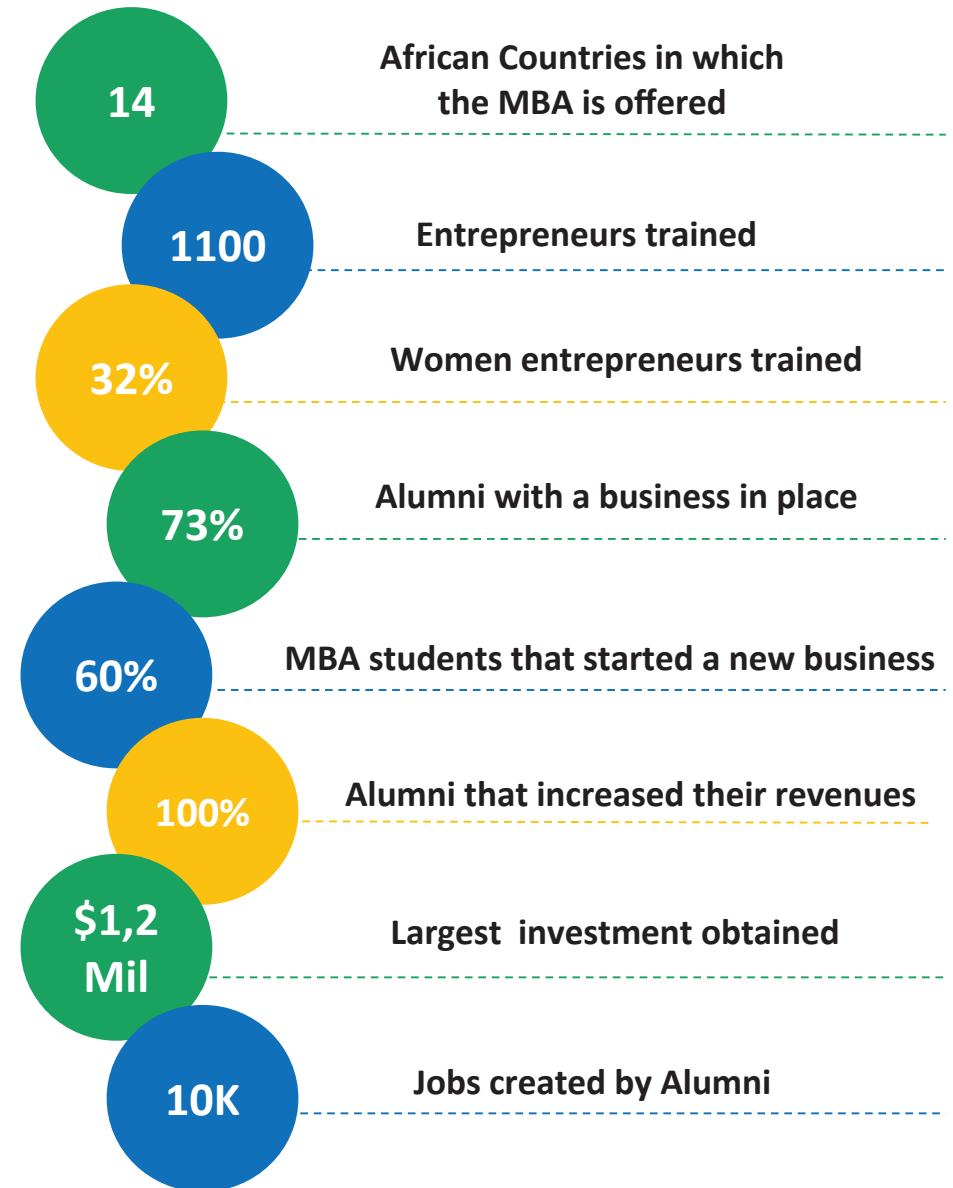
It supports both active and aspiring entrepreneurs to:

- Develop the business skills necessary to guide a new venture or scale an existing business;
- Utilize tools and solutions for the start-up or scaling of a high growth business;
- Develop a personal network of mentors and investors;
- Establish links with entrepreneurs across Africa.

It's flexible formula combines class work, distance learning and coaching that allows entrepreneurs to work and build their business while they attend.

The MBA is taught by both local and international business professors and awards a Dual Diploma from the Università Cattolica del Sacro Cuore (Italy) and Université Centrale.

E4Impact MBA has received the Ashoka Innovation Award from the Ashoka Foundation.



Business Development Process

The MBA is project-based. Each course responds to a specific need that arises in the starting or scaling of a business.

In the classroom lecturers and business experts use a workshop type format to share innovative tools. These workshops feature group projects and meetings with successful entrepreneurs.

Distance learning consists in the guided application of these tools to the entrepreneurs' business and in assignments geared to the field testing of these tools.

The final output expected is a proven business model and an investment ready business plan.



1

IDEATING SOLUTIONS



Obtain
development tools
for your business



Interact with
other entrepreneurs
in working groups



Discuss your
improvements
with experts

2

FIELD DEVELOPMENT



Apply the tools
to your business
and test results



Expand your
business network
with the Business
Coach



E-learning

3

BUSINESS VALIDATION



Classroom Exams



Business Plan
Competition

The MBA Program

E4Impact MBA offers a blended formula of 36 days in the classroom integrated with distance learning provided on a dedicated e-platform.

Structure:

- 4 Boot Camps of contact learning, each lasting 6 days (Initial, Marketing, Finance and Final Boot Camps);
- 6 Weekends of contact learning work, each lasting 2 days;
- 9 Distance Learning periods of 4-5 weeks each, between the contact learning periods.

The MBA curriculum is made up of 10 courses (with exams), 4 labs (without exams) and 1 action project consisting in developing a business model and business plan (Final Thesis)

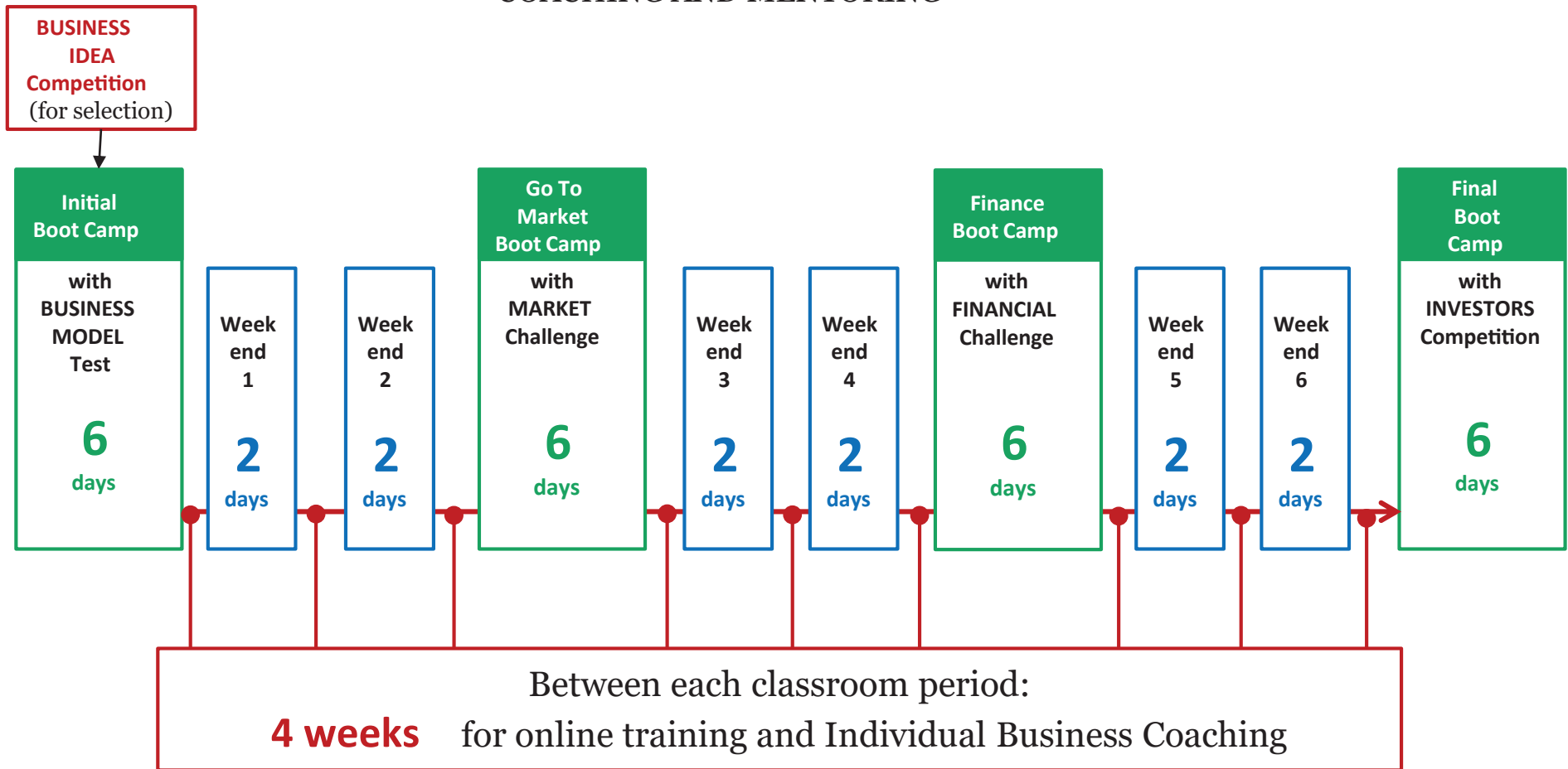
The MBA calendar is structured in such a way that:

- there is 1 course, 1 lab and 1 exam for each classroom period;
- courses begin in the classroom, continue with distance learning and conclude in the classroom;
- guest speakers and coaching sessions are embedded into the courses in order to enhance practicality or offer a specific focus.

Periods	Courses and Labs
Business Model Boot Camp <i>Long Weekend 1</i>	Business Model Design Digital Communication tools Accounting for Entrepreneurs
<i>Long Weekend 2</i> Go to Market Boot Camp <i>Long Weekend 3</i>	Process & Project Management Impact Investing Counselling. Go To Market Sales and Negotiations Marketing Counseling HR Management & Leadership Head Hunting and Legal Counselling
<i>Long Weekend 4</i> Finance Boot Camp <i>Long Weekend 5</i>	Business Strategy Intellectual Propriety Counselling. Financial Planning Business Planning Lab Entrepreneurial Finance Networking with investors Business Planning Lab
<i>Long Weekend 6</i> Investor's Boot Camp	Responsible Management Networking with investors Business Planning Lab Business Scaling Lab Investor's competition

The MBA Structure

- 36 DAYS FOR FACE-TO-FACE LESSONS
- ONLINE TRAINING
- COACHING AND MENTORING



The MBA Calendar

	Courses	Labs	Events
Initial BC	Business Model Design	Networking for Growth: Digital Communication	Business Model Pitch
WE 1	Accounting for Entrepreneurs		
WE 2	Responsible Management & Impact Measurement	Networking for Growth: Impact Investing	
Market BC	Go To Market Sales & Negotiation	Networking for Growth: Marketing	Go To Market Pitch
WE 3	HR Management & Leadership	Networking for Growth: Head Hunting and Legal	
WE 4	Business Strategy	Networking for Growth: Intellectual Property	
Finance BC	Financial Planning	Business Planning Lab 1	Financial Model Pitch
WE 5	Entrepreneurial Finance	Networking with Investors Business Planning Lab 2	
WE 6	Process and Project Management	Networking with Investors Business Planning Lab 3	
Final BC	Business Scaling Lab	Tutorials on investor's Pitch	Investors' Competition

Business Services

Business Coach

A full time dedicated consultant supports MBA participants in developing their business plan and establishing relationships with the business community.

Networking for Growth

MBA participants receive experienced guidance through regular meetings with local and international professionals and counsellor, MBA Alumni across Africa and successful senior mentors.

Together for Africa Platform

Best ICE participants are given visibility in the Together for Africa Platform to aid them in meeting potential suppliers, customers and investors from Italy.

Solutions Book

MBA participants are given access to the "Solutions Book" which offers business models, best practices and technologies that can enhance the performance of their company.



Engaging investors

Business Challenges & Competitions

The MBA organizes 4 business Pitch in which participants have the occasion to develop their business network and pitch to a panel of investors :

- Business Idea Competition : organized prior to the Initial Boot Camp. Entrepreneurs show the potential of their Business Idea;
- Business Model Pitch: organized during the initial Boot Camp. Entrepreneurs show the soundness of their business model;
- Go To Market Pitch: organized during the Go to Market Boot Camp. Entrepreneurs present their tested marketing plan;
- Financial Pitch: organized at the Finance Boot Camp. Entrepreneurs validate the financial consistency of their business model;
- Investors' Pitch: organized at the end of the Final Boot Camp. Entrepreneurs show the economic profitability and viability of their business in front of a panel of investors .

Investor and professional club

This Club gathers local investors, consulting firms and key players, who can support MBA students in accessing funds, structuring their business and growing across the value chain. It has been established with the aim of creating an enabling business ecosystem for each and every student.

Networking for growth

During the MBA, Entrepreneurs attend a series of seminars with fundraisers, who can offer their services to support students in structure out their business, quicken their growth pace and create linkages with the ecosystem. The sessions are structured as panel discussions on a specific topic, such as digital communication, impact investing, head hunting and legal counselling, Investors and Fund Raisers, etc.

Investors' Database

E4Impact entrepreneurs would have access to a database with more than 150 investors from Africa and Europe in order to find out those one can be of help for their business.

Business Networking Program in Italy

The top MBA entrepreneurs will be invited to attend a one-week business networking program in Milan, Italy.

During the program entrepreneurs will meet:

- Successful Entrepreneurs;
- Business Associations;
- EU based chambers of commerce;
- Export Credit Authorities.



The program will include:

- 9 workshops with chamber of commerce, import export agency, business associations;
- 34 meetings with businesses (SMEs and multinational corporations);
- 6 field visits to Italian businesses.



“ Being part of BNWI in 2018 was a great turn over for my business. It opened our doors to the European Market: we have received several tourists from Italy and Europe at large ”

(Elias Aryanyijuka – Managing Director of Home to Africa Tours & Travel, Uganda)

Admission Requirements

To apply candidates must have:

- An existing business that they desire to scale;
- Or
- A business idea (profit or non-profit) with social/environmental impact that they intend to launch;

A three-year University degree is also required.

Application Process

To apply, candidates must submit:

- Curriculum vitae
- Business idea summary
- Three-year University Degree Certificate and transcripts

The program awards an
MBA Degree in Impact Entrepreneurship
from the Università Cattolica del Sacro Cuore (Italy)
and Université Centrale



Promoters

E4Impact Foundation

Launched in 2010 by ALTIS with the objective of training impact entrepreneurs in the developing world, E4Impact, with the support of important Italian companies, became a Foundation in 2015. Its MBA is offered in 7 African Countries.

Università Cattolica del Sacro Cuore of Milan (UCSC)

Founded in 1921, Università Cattolica del Sacro Cuore is the largest private institution of higher learning in Europe. With 42,000 students and 12 Schools, the university is accredited according to European standards.

ALTIS - Graduate School Business & Society of UCSC

Through its teaching, research and consulting, ALTIS promotes Entrepreneurship & Management for Sustainable Development. It transmits business skills and strategies that enhance a company's economic, social and environmental performance.

Université Centrale – Honoris United Universities

The UCG mission is to prepare and to educate solutions-oriented leaders and professionals able to operate successfully in the world's youngest and fastest growing continent, individuals capable of impacting tomorrow's economies and communities.



E4IMPACT UNIVERSITY ALLIANCE



Institutional Partners



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