



OWNER DIRECTOR PROGRAMME (ODP)

Accra Campus



Beijing Campus



Shanghai Campus



Zurich Campus



Shenzhen Campus



A woman with long dark hair, wearing a teal ruffled-sleeve top, is seated at a wooden conference table. She is looking off to the side with a thoughtful expression. In the background, other people are seated at similar tables, and there are water bottles and papers on the tables. The setting appears to be a professional meeting or conference.

OWNER DIRECTOR PROGRAMME (ODP)

Accra. Lagos. Shanghai

GET READY. SET. GROW: Transform and Scale Your Business to its Next Level

As an owner/director of a business in an emerging market economy, you have the challenging task of growing and scaling your businesses irrespective of the voids in this environment. Should you diversify your product portfolio? By how much? For how long? How should you position your business? How should you market your products or services in a digital world to get the best results? How should you finance growth and expansion? Debt versus equity? How can you grow your business into a micro-multinational? How can you scale your business within and across borders especially given the complexity of your home market? What are the strategies to reverse the vicious cycle of near stagnation and reducing revenues? The CEIBS Owner Director Programme provides owners or directors of businesses like you the opportunity to share, learn and network with colleagues across various industries on key concepts that affect the survival and growth of their businesses. Through cases, tools, frameworks, and a collegial exchange of views, you will develop the skills and capacity to confront the complexities of a growing organisation in a rapidly changing world. The programme is also supported with resources that enable you conceptualize and test your assumptions about new business ideas or processes in real time.

A photograph of three individuals—two men and one woman—standing together in a professional setting. They are all smiling and wearing lanyards with CEIBS identification badges. The man on the left is wearing a blue patterned shirt. The woman in the center is wearing glasses and a patterned dress. The man on the right is wearing a grey short-sleeved shirt. In the background, there are wooden curtains and a sign that partially reads 'PAPERLINE'.

WHO SHOULD ATTEND

The uncertainties of today's business world demand that companies be led by highly professional business leaders who possess extraordinary foresight and vision.

Ideal candidates for this practice-oriented programme are CEOs, Managing Directors, Chairmen, Presidents and Executive Directors of small and medium enterprises (SMEs) based in Africa.

Following the philosophy of the International Master in Practicing Management (IMPM), an innovative paradigm initiated by the management guru Henry Mintzberg, CEIBS has launched the ODP especially for leaders in fast growing and successful enterprises who want to take their companies to the next level of growth and sustainability.



PROGRAMME OBJECTIVES

Our Owner Director Programme aims to provide you with general management perspectives, systematic management knowledge, frameworks for strategic thinking and hands-on business leadership and management tools.

Our Owner Director Programme will provide an opportunity for you to:

- Expand your perspectives on strategic issues within your industry and beyond
- Learn skills and strategies from relevant cases to aid decision making in scaling and diversification
- Share your experiences for the benefit of others
- Forge strong relationships with your counterparts across transnational and multicultural channels
- Acquire the key resources to guide continuous learning, improvement and corporate performance
- Test your business and strategy ideas and gather feedback in a friendly, intellectually stimulating yet challenging environment
- Conceptualize and understand how to implement the most appropriate approach to succession planning

These opportunities will equip you to learn, implement and, share your new knowledge.



PROGRAMME BENEFITS

This programme is designed to help owners and directors of fast growing enterprises re-think the key business leadership and management challenges they are facing, set up modern and agile management systems, and lay a solid foundation for scaling their business growth in a dynamic business landscape. It will challenge you to get the best out of yourself. You will gain confidence, feel re-invigorated and be ready to improve the performance of your business.

By the end of the programme, you will have:

- Acquired specialised knowledge of human resources, marketing, finance and accounting, formulation and implementation of strategies pertaining to business leadership and management
- Developed advanced and practical management tools, formed your own theoretical frameworks for business leadership and management and mastered effective, strategic models
- Gained a deeper understanding of the particular role of both CEOs, and directors, and learned how to establish constructive work relationships with employees and external stakeholders
- Further enhanced those skills, which are essential for both CEOs, and business owners: negotiation, coaching and communication
- Gained membership in the prestigious CEIBS Global Alumni Association and benefit from the international network available to members within and outside Africa

A portrait of Professor Dipak C. Jain, a middle-aged man with grey hair, glasses, and a mustache, wearing a dark blue suit, white shirt, and red tie. He is smiling and has his arms crossed. The background is a dark, neutral color.

In just 28 years, CEIBS has developed into a leading Business School in Asia with a legacy across the globe. In addition, CEIBS is the only top tier business school that has committed to building a strong presence in Africa. We believe that African students and their communities hold great potential and CEIBS wants to be the catalyst to unlock that exponential growth. African students will not only benefit from a top tier business education but can also examine firsthand the tenets that have made China's economy such a booming success. Through CEIBS' presence in Africa, we can continually provide the managerial talent that the African economy needs for growth and development.

For any business or corporate executive looking to connect with China while still having a grasp on best practices and trends around the world, CEIBS is the place for you.

Professor Dipak C. Jain
Professor of Marketing, CEIBS
President (European), CEIBS

3
Cities

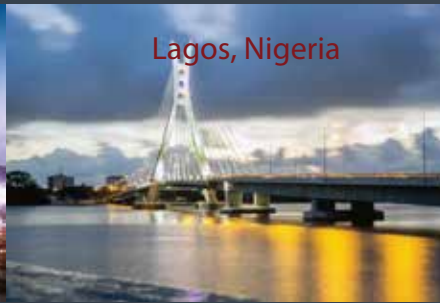
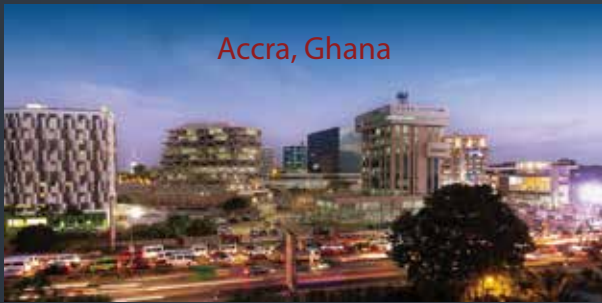
3
Countries

2
Continents

6
Modules

5
Months

17/22
days



The content and curriculum of our Owner Director Programme are organized as an integrated and immersive learning process that enables you – the owner or director – to engage systematically with complex strategic issues through the following 6 modules delivered across 3 cities:



PROGRAMME CONTENT

Financial Growth Strategy for Entrepreneurs

This module introduces participants to principal concepts and tools of finance needed for entrepreneurial success. These tools are essential for entrepreneurs to successfully attract funds to the business and ensure that these funds are managed properly to grow the business. The course is designed to help entrepreneurs make better investment and financing decisions in entrepreneurial settings. The course covers finance principles such as financial statements analysis, working capital management, business valuation, capital investment analysis, financial planning and control, and sources of financing such as venture capitals and business angels.

Beyond the Founder: Leading Family Businesses

This module is intended to provide grounding in the principles and practice of succession planning to ensure that family businesses live on to see the next generation. By the end of the course, participants would have enhanced understanding of the key issues and lessons in family business succession planning to inform decisions and to enable them put in place measures for their business survival and growth. They will learn from successful and unsuccessful executives of family businesses from various cultural and business backgrounds.

Disruption, Essence of Strategy and Organisational Agility

The focus of this module is on identifying the key drivers of persistent superior performance that a founder/visioner/director/owner/chief executive, who is the chief strategist of an organisation can use to improve the strategy formulation and execution of his/her firm. The module adopts proven concepts and tools for analyzing industry attractiveness and competitive dynamics, for understanding a firm's value creation and competitive advantage, for developing innovative strategies both within a firm's value chain, and across industries and geographic markets, and for planning the effective execution of an organisation's strategy.

PROGRAMME CONTENT

Marketing Strategies for a Digital Economy

“As Covid-19 impacts every aspect of work and life globally, we have seen two years’ worth of digital transformation happen in just two months of our first quarter (January – March 2020) period.” ~ Satya Nadella, Microsoft CEO during his Q1 2020 earnings call. In a post-Covid world, marketing like almost every area of business has fundamentally changed. This module empowers the business owner-director to develop and execute practical, winning customer acquisition, retention, and engagement strategies that are a fit for a hyper-disruptive digital economy. This highly immersive module would provide a range of practical frameworks and tools to help translate the marketing efforts of their businesses into sustainable wins in the new normal and beyond.

Global-Local (Glocal) Immersion and Teambuilding

The Glocal Immersion is a 2-day intensive module in Ghana that explores practicalities involved in building and sustaining effective global teams that understand local context. The module equips participants to think global and act local. The outcome of the module will be achieved through 3 approaches -Theory (Why & What); Practice (How); and Impact (What If). Participants will come out of the module with clear understanding of how to build and sustain successful teams that will deliver optimum results.

Executive Business Coaching

One-on-one engagement sessions with participants with a focus on the growth of their businesses.

Expositional Session on Doing Business in China

An insight into doing business in China.



CEIBS DIFFERENTIATOR

Before, during and after the 6 modules, we have designed and arranged a series of extra-curricular activities that demonstrate the practice-orientation of the programme in line with the executive education ideas of the International Master in Practicing Management (IMPM). These include:

- Company Visits – Immerse yourself in businesses that address your key challenges
- Alumni Dinners – Network with our prestigious alumni and shape your next deal
- Learning through Reflection - Break away from your entrenched position and mindset through questioning, analyzing, discussing and sharing
- Learning Log – Use an effective way of systematic thinking and discovery
- Reflection Paper - Synthesize the knowledge gained from the programme to create a workable action plan that will be implemented in your business after the programme ends
- One-on-one executive business coaching

PROGRAMME FEE

The programme fee is US\$6,000 (excluding the post-programme China immersion module) and is payable in installments

Your programme fee includes tuition, course materials, case licensing fees, certificate, accommodation when outside your country of residence, breakfast, lunch and coffee breaks. The fee does not cover your flights.

* Cost of post-programme China immersion module to be confirmed later



ADMISSION PROCEDURE

- Interview: After receiving the Application Form, we will contact the applicant as soon as possible for an interview
- For those who pass the interview, the CEIBS Admissions Office will send them a Letter of Provisional Acceptance and a Payment Notice
- Priority for the Letter of Acceptance shall be determined by date of receipt of payment

Given space limitations, CEIBS reserves the right to stop accepting applications or transfer applications to the next cohort of the same programme. Generally, application must be completed at least 20 days prior to the programme start date. All application forms are examined in order of submission, and the seats will be confirmed based on the Letter of Acceptance. Applications received less than 20 days prior to the programme start date will be handled on a case-by-case basis.

CANCELLATIONS

Any cancellation made 15 days or more prior to the programme start date is eligible for a full refund of programme fees paid. However, the expenses arising therefrom shall be on the account of the applicant or his/her employer. Any cancellation made less than 15 days prior to the programme start date shall be subject to a fee of 20 percent of the total programme fee. After the programme starts, no fees shall be refunded for participants who withdraw from the programme for any reason.





For the business owner who is looking for opportunities to scale up and build sustainable growth, the CEIBS Owner Director Programme (ODP) is for you. The programme typically examines strategies for SMEs to succeed in the digital age. Learning through reflection and breaking away from entrenched positions and mind-sets through questioning, analysing, discussing and sharing with accomplished classmates, the CEIBS ODP allows the business owner to utilise the knowledge gained from the programme to transform his/her business while at the same time building a powerful business network.

Professor Mathew Tsamenyi
Executive Director
CEIBS Africa



NEXT STEPS

To take your place in the Owner Director Programme, here are a number of things you can do:

- Complete and send in the application form
- Reserve a Place by emailing your names, mobile number and country of residence to africaprogram@ceibs.edu
- Call any of the following numbers:
+233 54 431 5238 / +233 54 012 0402 (Ghana)
+234 903 185 5879 / +234 812 312 0200 (Nigeria)





Contact

**China Europe International Business School
Accra Campus
5 Monrovia Road, East Legon, Accra Ghana**

**China Europe International Business School
Nigeria Country Office
No.2 Louis Solomon street Victoria Island, Lagos,
Nigeria**

Email: africaprogram@ceibs.edu

Web: www.ceibs.edu/africa

Telephone:

Ghana

+233 54 431 5238

+233 54 012 0402

Nigeria

+234 903 185 5879

+234 812 312 0200



"The CEIBS Owner Director Programme...Developing Africa's Global Businesses"