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BUSINESS SCHOOL

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# COURSE MANUAL ESSEC SUMMER SCHOOL

—  
INNOVATION & ENTREPRENEURSHIP IN AFRICA

# ENTREPRENEURSHIP IN AFRICA

Campus ESSEC Afrique - Syllabus









CREDITS ECTS: 3

	<b>PROGRAM</b>	<b>SUMMER SCHOOL - INNOVATION &amp; ENTREPRENEURSHIP IN AFRICA</b>	
	<b>YEAR</b>	July 2023	
	<b>LECTURER</b>	Oumel Ghit GUELZIM	
	<b>HOURS</b>	<b>15 heures au total</b>	<b>2-day Learning expedition to an incubator in Casablanca</b>
	<b>KEY WORDS</b>	#innovation #entrepreneurship #discovery	
	<b>OBJECTIVES</b>	The purpose of this course is to introduce participants to entrepreneurship and innovation. Though it is a global phenomenon, students should grasp the cultural and regional differences especially in an African context: it's not Africa but Africas. This module is based on presentations, case studies, experience sharing sessions with entrepreneurs and an entrepreneurial group project	
	<b>LEARNING METHODS</b>	Learning by doing, Workshop based learning	
	<b>CONTENT PLANNING</b>	<p><i>To become familiar with the entrepreneurial ecosystem, we offer students an immersion with a few entrepreneurs and solve a given problem they have in their project.</i>  <i>To do this, we suggest the following course schedule:</i></p> <p>■ <b>First day</b></p> <ul style="list-style-type: none"> <li>• Morning: course (Introduction to design thinking).</li> <li>• Afternoon: learning exp to Casablanca, city trip (Grande mosquée Hassan 2).</li> </ul> <p>■ <b>Second day</b></p> <ul style="list-style-type: none"> <li>• Incubators in Casablanca – work with start-ups (meeting with startups and get to know their problems).</li> <li>• Idem and back to Rabat Campus (problematization session with the startups).</li> </ul> <p>■ <b>Third day</b></p> <p>Courses (Working on the solution and prepare a final pitch)</p>	
	<b>GRADING</b>	Final Presentations	

# AFRICAN GEOPOLITICS

Campus ESSEC Afrique










CREDITS ECTS: 2

	<b>PROGRAM</b>	<b>SUMMER SCHOOL - INNOVATION &amp; ENTREPRENEURSHIP IN AFRICA</b>	
	<b>YEAR</b>	July 2023	
	<b>LECTURER</b>	Guillaume Bouvier, PhD	
	<b>HOURS</b>	<b>10 hours</b>	<b>2 days</b>
	<b>KEY WORDS</b>	#innovation #entrepreneurship #discovery	
	<b>OBJECTIVES</b>	<p>The objective of this course is to discuss and understand key elements of world politics and the dissemination of power between nations. It will mainly highlight the role and importance of Africa in the process of globalization. More specifically, the following will be addressed:</p> <ol style="list-style-type: none"> <li>The global understanding of the dynamics of evolution specific to contemporary Africa.</li> <li>The socio-economic potential inherent in a continent destined to undergo major changes, particularly those open to outside investment.</li> <li>The causes of destabilization and conflict in the African space as well as the «structural fragility» of certain States.</li> <li>The foreign policies of the major economic powers in Africa.</li> </ol>	
	<b>LEARNING METHODS</b>	<p>The seminar will be an interactive one, based on active participation and continuous discussion with the students. The seminar aims at giving the students both a methodical approach to understand African geopolitics and a very pragmatic one when it comes to analyze the problems and challenges Africa is facing.</p>	
	<b>CONTENT PLANNING</b>	<p><i>The course will be spread over two days and will be deployed in four sessions corresponding to the objectives listed above:</i></p> <p>▀ <b>Session 1</b> <i>Africa in globalization: major contemporary issues</i></p> <p>▀ <b>Session 2</b> <i>Analysis of African dynamics on the societal, demographic, economic and political levels</i></p> <p>▀ <b>Session 3</b> <i>Conflicts and wars: causes, developments, crisis resolution, transitional justice and reconciliation</i></p> <p>▀ <b>Session 4</b> <i>The policies of the great powers in Africa, in particular the United States, Europe and China.</i></p>	
	<b>GRADING</b>	Final Presentations	

# DOING BUSINESS IN AFRICA

Campus ESSEC Afrique - Syllabus







CREDITS ECTS: 2

	<b>PROGRAM</b>	<b>SUMMER SCHOOL - INNOVATION &amp; ENTREPRENEURSHIP IN AFRICA</b>	
	<b>YEAR</b>	July 2023	
	<b>LECTURER</b>	J. Kassou	
	<b>HOURS</b>	<b>CM: 5h</b>	<b>TD: 5h</b>
	<b>KEY WORDS</b>	Finance, Doing Business In Africa, development, investment	
	<b>OBJECTIVES</b>	This course will focus on identifying and discussing the economical contexts and challenges of doing business in Africa. Though the African continent offers huge opportunities, it presents many disparities especially on the fiscal and legal frameworks, without forgetting the unwritten rules that are crucial to understanding the business climate in African countries.	
	<b>LEARNING METHODS</b>	Each session will be introduced by a PowerPoint support and completed by a documentary reference	
	<b>CONTENT PLANNING</b>	<p>■ <b>Session 1: Context and rationale: from the hopeless continent to a rising Africa?</b>  <i>Africa has a dual face: promising and risky. Africa is one the most dynamic regions in the world with Asia with an average growth rate of 5% between 2005 and 2014, even 6% excluding South Africa. 10 out of the 20 most dynamic countries in the world are located in Africa. The potential demographic dividend is huge, extreme poverty has declined and an African middle class is growing. In parallel, the context has changed since 2014 and macroeconomic challenges are dramatically growing for some countries. Fiscal deficits have increased in many countries causing some debt sustainability concerns, worsening in a Covid-19 context. Finally, a growth more inclusive is crucial to reduce inequalities and to make it more sustainable in the long run. Such a large continent hides huge disparities.</i></p> <p>■ <b>Session 2: The role of African institutions in Africa and in the world</b>  <i>From the African Union to the African Development Bank, including the representations of the voices of the continent at the UN or in the Bretton Woods institutions, Africa intends to defend its interests at the domestic, regional and international level.</i></p> <p>■ <b>Session 3 &amp; 4: The financing of African economies</b>  <i>Concessional resources are necessary but insufficient to finance the huge needs of the continent. A shift of paradigm calls for innovative financing. In parallel, more countries have an access to capital markets but causing some debt sustainability risks. PE and FDIs offer different sources of financing.</i></p>	
	<b>GRADING</b>	Final Presentations	
	<b>BIBLIOGRAPHY</b>	<ul style="list-style-type: none"> <li>• Regional Economic Outlook for Sub-Saharan Africa, June 2020 Update, International Monetary Fund</li> <li>• World Bank, Africa Pulse, Volume 22, (October 2020)</li> <li>• Africa Economic Outlook 2020, African Development Bank</li> <li>• Mc Kinsey Global Institute, Lions on the Move: the progress and potential of African economies, (September 2016)</li> <li>• Global credit research Moodys (September 2016)</li> <li>• Le classement Doing Business (World Bank)</li> <li>• Memoirs of A. Romeo Horton, "For Country Africa and my people", Ghana Universities Press, 2004</li> </ul>	

# INTEGRATION TREK & CREATIVE & COLLABORATION

Campus ESSEC Afrique






CREDITS ECTS:  
PASS OR FAIL





	<b>PROGRAM</b>	<b>SUMMER SCHOOL - INNOVATION &amp; ENTREPRENEURSHIP IN AFRICA</b>	
	<b>YEAR</b>	July 2023	
	<b>LECTURER</b>	Robin Wijnhold	
	<b>HOURS</b>	<b>4 days / 3 nights</b>	
	<b>KEY WORDS</b>		
	<b>OBJECTIVES</b>	<p>During the 4-day trek you will stay in tents in a camp somewhere either in the mountains or desert. Each morning, together with the guides, you will be hiking 3-5 hours. In the afternoon there will be creative collaboration workshops. Please note that this is not luxurious 5-star hotel travel. You are sleeping in small tents somewhere in nature. There is limited electricity and shower possibilities, and you will be using small chemical toilets. All food (breakfast, lunch and dinner) is prepared by guides and kitchen staff. The aim is for you to get to know each other and to discover Morocco's stunning natural landscapes.</p>	
	<b>LEARNING METHODS</b>	<p>Please make sure you bring:</p> <ul style="list-style-type: none"> <li>- A (warm) sleeping bag</li> <li>- Hiking shoes and clothes</li> <li>- A flashlight</li> <li>- Water bottle</li> </ul>	

# ARTIFICIAL INTELLIGENCE

## Campus ESSEC Afrique - Syllabus

CREDITS ECTS: 2









	<b>PROGRAM</b>	<b>SUMMER SCHOOL - INNOVATION &amp; ENTREPRENEURSHIP IN AFRICA</b>		
	<b>YEAR</b>	July 2023		
	<b>LECTURER</b>	Soulimane LAHRECH & Youssef BOUYAKHF <a href="https://www.aiox-labs.com/#team">https://www.aiox-labs.com/#team</a>		
	<b>HOURS</b>	<b>CM: 10h</b>	<b>TD: 2.5h</b>	<b>TP</b>
	<b>KEY WORDS</b>	geopolitics / Africa / conflicts / negotiation / influence		
	<b>OBJECTIVES</b>	<p>The rapidly developing set of artificial intelligence (AI) technologies has the potential to solve some of the most pressing challenges that impact Africa and drive growth &amp; development. AI has a strong potential in Africa especially because it has, among many benefits, the ability to reduce cost-to-serve and thus provide inclusion in several industries &amp; social verticals.</p> <p>AI and its main fuel e.g. data are today mature technologies that could be leveraged by young leaders and entrepreneurs as well as big corporates and organizations to develop new products &amp; services, optimize core business operations, enhance customer experience.</p> <p>To succeed doing so, organization used to deal with these emerging technologies by testing several approaches but 10 years after the modern AI rise, there are proven and efficient approaches leading to success and many mistakes to avoid.</p> <p>In this course, student will be introduced to Data &amp; AI technologies with this specific business oriented &amp; customer centric methodologies. Not only AI should be transformed from a buzzword to a scientifically explained technology, but this course will also focus on hands on approaches to make Data &amp; AI projects successful in Africa.</p> <p>Among the industries impacted &amp; analyzed:</p> <ul style="list-style-type: none"> <li>• Agriculture will be done more efficiently and effectively, raising yields.</li> <li>• Healthcare will be better tailored, higher quality, and more accessible, improving outcomes.</li> <li>• Public services will be more efficient and more responsive to citizens, enhancing impact.</li> <li>• Financial services will be more secure and reach more citizens who need them, expanding access.</li> </ul>		

	<b>LEARNING METHODS</b>	<p>Developing successful Data &amp; AI projects &amp; products as managers &amp; business leaders requires today a strong business methodology skillset as well as a comprehensive vision of the technology landscape. Whether the student has engineering background or business oriented education, Data &amp; AI approaches within companies as well as new ventures have today a proven specific and dedicated approach, leading to an AI product ownership positioning.</p> <p>In order to make this as reality tangible for the student, the learning method will consist on constantly switching from concept introduction to hands on simulations &amp; workshops. Design thinking, agile methodologies will be tested by students for each workshop while concepts will be presented in lectures using case studies and demonstrations from real deployed products.</p> <p>Students will be divided into groups of three just as if they were entrepreneurs or project leaders in order to identify opportunities in a given industry, imagine use cases, prioritize, identify suitable technologies and propose a deployment roadmap with organizational aspects.</p>
	<b>CONTENT PLANNING</b>	<ul style="list-style-type: none"> <li>■ <b>Session 1-A:</b> <i>Data &amp; AI concepts ownership &amp; inspiration – 1,5-hour lecture</i></li> <li>■ <b>Session 1-B:</b> <i>Project organization, team identification, subject attribution &amp; customer identification canvas whorkshop</i></li> <li>■ <b>Session 2-A:</b> <i>Successful AI projects &amp; products in Africa review by industry – 1-hour lecture</i></li> <li>■ <b>Session 2-B:</b> <i>Group workshop for business opportunities &amp; data &amp; models identification + use case design &amp; prioritization canvas fill-in – 1,5-hour workshop</i></li> <li>■ <b>Homework:</b> <i>technology identification canvas fill in</i></li> <li>■ <b>Session 3-A:</b> <i>AI &amp; Ethics – 30 minutes lecture</i></li> <li>■ <b>Session 3-B:</b> <i>Technology deployment strategy &amp; roadmap – 1,5-hour workshop</i></li> <li>■ <b>Final pitch:</b> <i>10 minutes per group</i></li> <li>■ <b>MCQ:</b> <i>15 minutes</i></li> </ul>
	<b>GRADING</b>	<p>Grading will be based on the following elements &amp; ratios:</p> <ul style="list-style-type: none"> <li>• Attendance &amp; Active Course collaboration: 10%</li> <li>• 15 minutes concepts understanding MCQ: 40%</li> <li>• Group workshop &amp; final presentation: 50%</li> </ul>
	<b>BIBLIOGRAPHY</b>	<p>Bibliography will be provided by lecturers upon course starting day</p>

# INTRODUCTION TO ARAB MUSLIM CULTURE & SOCIETY

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CREDITS ECTS:  
PASS OR FAIL









	<b>PROGRAM</b>	<b>SUMMER SCHOOL - INNOVATION &amp; ENTREPRENEURSHIP IN AFRICA</b>
	<b>YEAR</b>	July 2023
	<b>LECTURER</b>	Anass Lalou
	<b>HOURS</b>	<b>5</b>
	<b>KEY WORDS</b>	Darija, Moroccan Arabic, survival course
	<b>OBJECTIVES</b>	This course aims to familiarize students with Arab-Muslim culture and society. It helps students understand the underlying foundations of Arab Muslim identity, the construction of which heavily depends on history, religion and intercultural encounters.
	<b>LEARNING METHODS</b>	Lectures and visits to the Museum of Modern Art and the Archeology Museum in Rabat
	<b>CONTENT PLANNING</b>	The Arabs: a Historical Overview (Origin of the Word, The Arabs and the Romans, the Arabs and the Byzantines)
	<b>GRADING</b>	Final Presentations



# MOROCCAN ARABIC (OPTIONAL)

Campus ESSEC Afrique

CREDITS ECTS:  
PASS OR FAIL

	<b>PROGRAM</b>	<b>SUMMER SCHOOL - INNOVATION &amp; ENTREPRENEURSHIP IN AFRICA</b>	
	<b>YEAR</b>	July 2023	
	<b>LECTURER</b>	Assia Benabdelkader	
	<b>HOURS</b>	<b>6</b>	<b>2.5 h restitution</b>
	<b>KEY WORDS</b>		
	<b>OBJECTIVES</b>	Survival Moroccan Arabic course. It will give the students a base to communicate, introduce themselves and ask questions in the streets of Morocco. This course includes one Moroccan cooking class in the medina of Rabat.	
	<b>LEARNING METHODS</b>	<ul style="list-style-type: none"> <li>• The Arabic course adopts a multi-level methodology that integrates the skills of reading, writing, listening, grammar, vocabulary, and conversation.</li> <li>• These skills are reinforced at all levels, and Arabic is the only teaching language used in class, except when it is necessary to facilitate the explanation of a grammar rule or lexical phrase to a beginner.</li> </ul>	
	<b>CONTENT PLANNING</b>	<p>The course is based on building a strong foundation of oral dialogue and conversation. A variety of topics relating to daily life will be integrated into discussion, such as:</p> <ul style="list-style-type: none"> <li>• Greetings, introducing oneself and others.</li> <li>• Presenting family members.</li> <li>• Describing things and people.</li> <li>• Directions and locations in terms of space (as in the street).</li> <li>• Bargaining and ordering (in the market, café, restaurant... etc).</li> <li>• Schedules (daily or weekly activities, permanent events).</li> <li>• Hobbies, narration and the like.</li> </ul>	
	<b>GRADING</b>	Final presentations	



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