

Tekedia mini-MBA (22 June - 22 October 2020)

Theme : Innovation, Growth & Digital Execution – Techniques for Building Category-King Companies

Context: Over the last few decades, digital technology has emerged as very critical element in organizational competitiveness. It has transformed industrial sectors and anchored new business architectures, redesigning markets and facilitating efficiency in the allocation and utilization of factors of production. The impacts have been consequential: nations are moving towards knowledge-based economic structures and information societies, comprising networks of individuals, firms and states that are linked electronically and in interdependent relationships. In this program, we will examine this redesign within the context of fixing market frictions and deploying growth business frameworks in a world of perception demand where meeting needs and expectations of customers are not enough.

Program Time : June 22, 2020 – Oct 22, 2020

Investment: USD140 (online) USD 150 (Cash or Bank Transfer) Call/Email to discuss challenges and options.

Venue & Format: Online via videos, articles, webinars, and flash cases. The Program is self-paced which means you consume the materials at your own time and pace. It is completely online. You will have something to complete within 7 days. You decide when you do that within the window. Where you live or your time zone would not be an issue as the program is not live-delivered.

CURRICULUM

Theme: Innovation, Growth & Digital Execution – Techniques for Building Category-King Companies

Codes: Reading (R), Flash Case (F), Video (V), Challenge (C)

Week 1: Growth and Innovation of Firms – Prof. Ndubuisi Ekekwe

Week 2: Business Playbook, Manual and Execution – Prof. Ndubuisi Ekekwe

Week 3: Modern Business Models and Growth – Prof. Ndubuisi Ekekwe

Week 4: New Technologies, Growth, Disruptive Innovation

- Cybersecurity – Adetokunbo Omotosho, *CEO, Infoprive*
- Blockchain – Franklin Odoemenam Peters, *CEO, Bitfxt*
- AI
- Cloud
- Data Management, Big Data & Analytics – Dr. A. C. Ogunyadeka, *esure Group Plc*

Week 5: Effective Organizational Change Management Omowunmi Adenuga-Taiwo, *Manager, Deloitte* **Stimulating New Markets Through Innovation And Perception Demand** – Prof. Ndubuisi Ekekwe **Week 6: Investing and Fundraising**

– Victor Ndukauba, *Deputy Managing Director, Afrinvest West Africa* **Week 7: The Start-up Manual: From Idea To Growth Hack To IPO**

- Develop a New Growth Model for your company (Lab) – *Tekedia Institute*
- Instruction {Report Output}

Week 8: Entrepreneurial Innovation and Competitive Advantage

- Digital Product Development, Product Market Fit – Peter A. Daniels, *Head, Digital Bank, Polaris Bank*
- Execution – Business Objectives and Technologies, Nnamdi Onyebuchi, *CEO, Weco Systems Group*

Week 9 Sales Management, Marketing and Growth – Moby Onuoha, *Queen's University*

- Media, Communications, and PR – Grace Akinosun, *CEO, smepeaks*
- Branding and Advertising – Akachi Ngwu, *Executive Director/COO, Luzo Digital Network & Media*

Week 10: Business Process and Leadership – Prof. Ayodeji Oyebola, *Saint Mary's University of Minnesota*

- Process Improvement and Operations Management – Rasheed T. Adebayo, *Operations Manager, Schlumberger*

Week 11: Product Design and Packaging – Kemisola Oloriegbe, *Manager, Nigerian Breweries Plc*

- Digital Transformation, Innovation & Strategy – Jude Ayoka, *Manager, Access Bank Plc*

12 Accounting, Building Sustainable Enterprises – Ndubuisi Umunna (ACA), *Head Finance Accounts & Admin, Royal Exchange*

- Business & Commercial Law – Chukwuemeka Mbah (LLB, BL, LLM) *Law, Manager, Sherwin Williams*

Week 13: Develop a New Product/Service for your company (Lab) – *Tekedia Institute*

Special Series on Winning in Business (all videos) – Prof Ndubuisi Ekekwe

- Session 1 – Readiness for The Frictions of Nations
- Session 2 – The Six to Unlock Values in Markets
- Session 3 – The Two Critical Playbooks
- Session 4 – Mechanics of growth & Investment Options
- Session 5 – Finding the Edges and Market Opportunities

- Deep Conversations – Answers to Big Questions

Instruction {Report Output} Video

Week 14: Exponential Technologies and Business Opportunities in Singularity

– *Transdisciplinary Agora for Future Discussions, Inc (TAFFD), Georgia, USA*

- **The State of the Tech Nation, Emerging Opportunities (Africa, Global)** – Prof. Ndubuisi Ekekwe
- **Human Capital Management** - Adora Ikwemesi, Managing Consultant, *Kendor Consulting*

Week 15: Auditing, Forensics, Policies and Controls – Yusuf O. Sanni (ACA),

Chief Internal Auditor, BUA Cement Plc

- Supply Chain Management, Global Partnership, Negotiation & Contracting
- Driving Profitable Growth, Marginal Cost, Scaling – Prof. Ndubuisi Ekekwe
- Effective Financial Planning and Management – Okpaise Kenneth, *Financial Advisory Manager, AllCO Insurance Plc*
- Capital Market Operations – Azeez Lawal, *CFO, TrustBanc Group*

Week 17: Develop a Project Roadmap for company you work (Lab) – *Tekedia*

Institute

- Innovation Lessons: 5in5 (5 Firms in 5 Sectors) – Africa/Global – Aderinola Oloruntoye, *Dean, Workforce Group*
- Sustainability Innovation and Business Long-term Growth – Eustace Onuegbu, *President, incsr.org*
- Instruction {Report Output}

Week 18: Effective Project Management – Taiwo Abraham, *Project*

Manager, Horizant The Call to Execution (Summary) – Prof Ndubuisi Ekekwe

Report, Closure Lead Facilitator: Prof. Ndubuisi Ekekwe