



Case Study

The Global MBA in Impact Entrepreneurship: a successful partnership program

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Executive Summary

E4Impact Foundation is a social change organization committed to training a new generation of African entrepreneurs to make a positive social, environmental, and economic impact in their communities. The Foundation partners with the Università del Sacro Cuore of Milano (co-provider) and the Uganda Martyrs University (client), as representative of the E4Impact University Alliance, to unleash and accelerate entrepreneurial development in Africa.

In fact, the African continent has a great development potential:

- A growing population, that is expected to overcome 1.1 billion by 2050¹;
- A rapidly increasing GDP, diversified by country, but continuing until Covid-19;
- The AfCFTA² agreement signed by 53 African countries, which will lead to the progressive elimination of tariffs (timeframe 5-13 years), and the increased intra-African trade which will favour the “Made in Africa” and reduce dependence on the rest of the World.

In this context, the need for managerial skills and access to the market and funding on the part of African entrepreneurs has become high. Faithful to its motto “We do not teach entrepreneurship, we train impact entrepreneurs”, since 2010 E4Impact has placed itself at the service of start-up companies in Africa with its unique Global MBA in Impact Entrepreneurship, developed in partnership with the Università Cattolica of Milan and local African Universities. From the first successful MBA that was offered with the Tangaza University College in Nairobi, Kenya, the program has been replicated in other 14 African countries over the years with great results.

The program’s innovative approach stands on its partnership model, based on the involvement of 24 African Universities that brought in 2019 to the establishment of the E4Impact University Alliance. There is no other European organization that gathers so many African Universities with the aim of enhancing the capabilities of the local faculties on impact entrepreneurship and offering a course that embeds academic rigor and a process of acceleration for the companies. Another key element of the MBA concerns its target, as it is not addressed to job seekers but to jobs creators. The program supports business owners or potential entrepreneurs in transforming a business idea into a successful business model and plan; developing the skills necessary to lead a new business or grow an existing one and in joining a network of partners and investors.

Through an impact measurement system based on the development of the Theory of Change, E4Impact is able to understand the impact generated by the MBA and therefore increase the effectiveness of the program. Since the first edition:

- 1321 entrepreneurs have been trained, of which 33% are women;
- 6 average jobs per entrepreneur were created;
- 57% of entrepreneurs started successfully a new business;
- 41% of entrepreneurs accessed financing.

¹ EU stable - source Eurostat

² African Continental Free Trade Area