

# INDUSTRY IMMERSION PROGRAM Info Sheet

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**Prepared for  
Candidates**

Presented by:

**iiAfrica Team**



# Agenda

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Team

Faculty

Our Tutors

 iiAfrica  
Industry Immersion  
Africa



# INTRODUCTION

Too often, as the African Development Bank states, young African talent is not adequately prepared for a business career. Traditional approaches in university research and education prevent graduates, in particular in STEM disciplines, from considering a business career after graduation. It is more important than ever that Africa's youth is prepared to bring knowledge and skills to solve problems, make sense of information, and know how to gather and evaluate evidence to make decisions. Precisely these skills are developed in science, technology, engineering, and math disciplines, collectively known as STEM.

The Industry Immersion Program (IIP) is designed to enhance the employability of STEM graduates across the African continent. Through a blend of technical and soft skills training, the program equips participants with industry-ready skills to excel in their professional journeys. This impactful initiative is proudly delivered in partnership with SOS-Kinderdörfer, fostering opportunities for young talents to bridge the gap between academia and industry.



**Dr David Attipoe**

Chief Executive Officer (CEO)  
iiAfrica

**“The Industry Immersion Program is designed to adequately prepare young African talents for a business career.”**

# OVERVIEW

The Industry Immersion Program (IIP) is a well-structured 8-month program designed to provide comprehensive training to participants.

One key component of the program is an 8-week module that covers

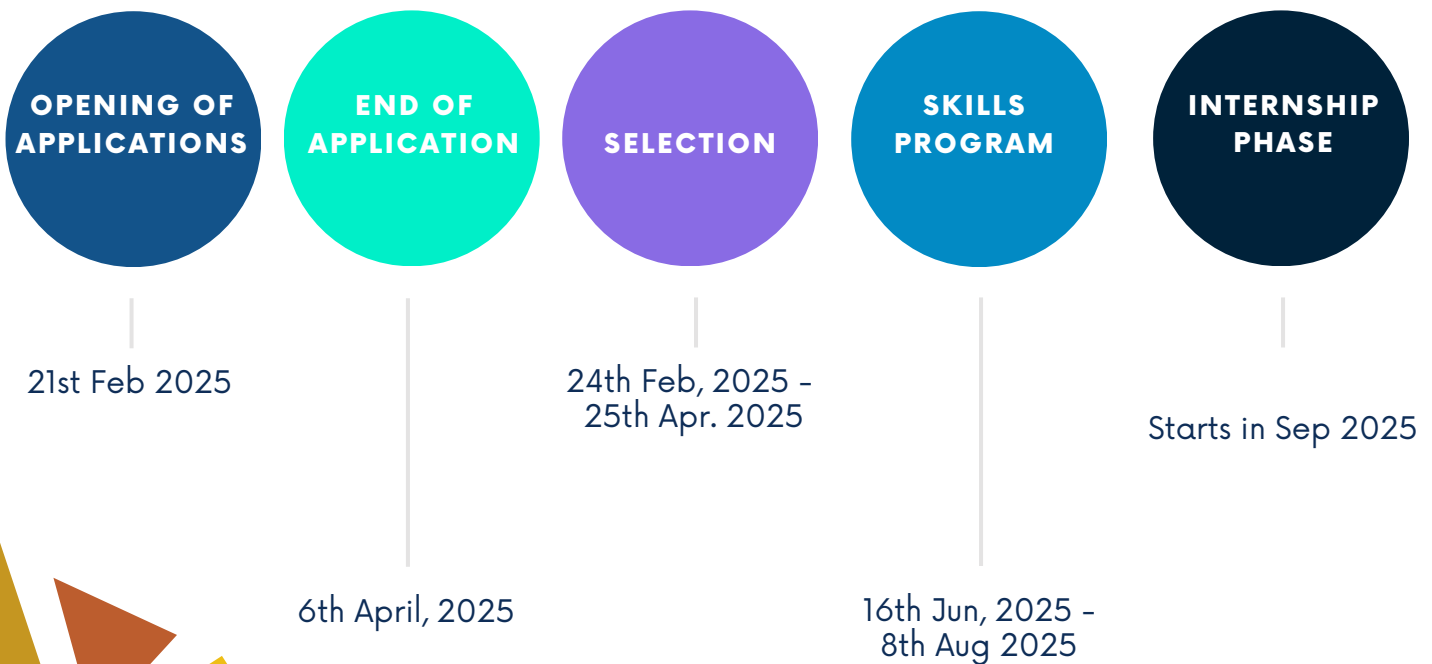
- Business,
- Data Analytics, and
- Soft Skills.

This module will be delivered simultaneously across all countries from which our participants are residents, ensuring consistency and maximising the learning experience.

In addition to the initial 8-week module, participants will also engage in a minimum 24-week internship with an industry partner. This internship offers valuable hands-on experience, allowing participants to apply their acquired knowledge in real-world scenarios.

To give you an overview of the first phase of the program, kindly find on Page 8 the curriculum for the 8 weeks, focusing on essential skills development and knowledge acquisition.

## PROGRAM TIMELINE



# Who can participate?

The program is designed for 100 selected top STEM Masters and PhD Graduates in Africa

## PREREQUISITES

Though very inclusive, the program takes high-potential STEM Masters and PhD Graduates who are willing to work hard toward elevating their skills, enhancing their problem-solving capabilities, and optimizing their workplace efficiency. We aim to make the candidate the best data professional possible and help build your pathway to being a manager in the industry.

Given the technical level of aspects of the Industry Immersion Program, preferred candidates enrolling in the program should be or possess

- A STEM Masters and PhD Graduate with good Academic Performance
- Good Communication and Interpersonal Skills and Strong Work Ethic
- Adaptability and Learning Agility
- Good Teamwork and Collaboration abilities
- Good understanding of industry trends, challenges, and opportunities
- Successful applicants normally display an interest in the industry and have a clear understanding of the career path they hope to pursue.
- Basic knowledge of Excel and Python programming
- Applicants must be African nationals living in Africa

## TIME COMMITMENT

The Industry Immersion Program is 100% cost-free - to the candidate and the only thing we ask of you is a working laptop, good connectivity, time, and dedication.

The time commitment is 6 hours daily for the 8 weeks of class.

Candidates will need to be available for the entire program duration to qualify for the certificate. Should you not be available, you can contact your tutor. Candidates who are not present for more than 4 days are automatically excluded from the program.

The program offers both training and career advancement and is meant for those who have an interest in industry.

Training will improve your business and data skills: you will learn to work faster and in teams, and handle large and complex information while applying data to make business decisions.

IIP fellows are expected to go on and be leading data professionals and managers of companies across Africa and beyond.

# Curriculum

Through our collaboration with prestigious academic partners from around the world, we have meticulously crafted a curriculum that effectively bridges the gap between academia and the business world. This curriculum serves as a valuable resource for graduates as they navigate their transition into the workforce, equipping them with the necessary skills and knowledge for success. It is the culmination of extensive development efforts spanning multiple years, incorporating global expertise from top-tier business schools and universities, along with a deep understanding of local ecosystems within the continent.

As part of the comprehensive Industry Immersion Program, we have curated a collection of modules sourced from renowned universities worldwide. These modules focus on both business and soft skills training, designed to enhance participants' capabilities over 8 weeks. Below, you will find a summary of the curriculum, which encompasses a diverse range of essential topics.

## **TEACHING PLATFORM**

The Insendi Learning platform will serve as the primary hub for most of the course activities, providing an engaging and interactive environment for students. The curriculum will involve a combination of individual and group tasks, allowing students to collaborate and learn from one another.

As part of their learning journey, students will have the opportunity to present their work in both micro and macro classrooms, fostering their confidence and enhancing their communication skills. Through these activities, candidates will develop a strong sense of self-assurance, equipping them with the necessary skills to thrive in their academic and professional pursuits.

## **TEACHING METHODS**

The program will feature online sessions facilitated through the innovative IIP Zoom Virtual Campus. These sessions offer a unique opportunity for participants to actively engage with instructors and peers in real-time, fostering meaningful discussions and enhancing the overall learning experience.

## **SOFT SKILLS**

The development of soft skills plays a pivotal role in facilitating the smooth transition of talents from academia to the industry. In our program, we prioritize the cultivation of these essential skills, offering a wide range of training opportunities. Our curriculum includes courses on Personal Branding, Communication, Agile Leadership, Design Thinking, and Business Etiquette, among others. These courses will be delivered by esteemed lecturers from ESMT Berlin, and the University of Victoria, as well as world-class speakers from Stellenbosch University and the iiAfrica team, among other distinguished experts.

To further enrich the learning experience, we will provide a unique opportunity for candidates to virtually interact with CEOs. This engagement allows candidates to gain valuable insights and perspectives from industry leaders, fostering a deeper understanding of the professional landscape.

By offering comprehensive soft skills training and facilitating connections with accomplished professionals, our program aims to empower candidates with the necessary attributes to thrive in their future careers.

## **BUSINESS SKILLS TRAINING**

The program offers a range of business skills courses that are jointly taught by ESMT Berlin in Germany and the University of Victoria in Canada. Expert lecturers from these esteemed institutions will provide the course material, ensuring a comprehensive learning experience for our candidates.

The purpose of these business skills courses is to introduce our candidates to essential leadership and business competencies. Participants will gain valuable insights into key aspects of effective leadership.

These courses go beyond traditional college experiences by adopting a participant-centered approach to learning. We believe in fostering a collaborative and professional culture that empowers our candidates to succeed throughout their studies.

## **DIGITAL AND DATA SKILLS**

In today's business landscape, organizations widely recognize the benefits of adopting a data-driven strategy, seeking talented individuals who can provide valuable insights from the vast amount of information available. Research indicates that a significant majority of CEOs worldwide, by 2021, express a preference for job candidates equipped with data capabilities. As our physical world continues its transformation into the digital realm, the demand for skilled analysts is set to rise.

Drawing on our extensive research and eight years of experience delivering the IIP, we have observed a growing trend among African companies. They increasingly prioritize candidates who possess essential 21st-century data and digital skills to ensure their relevance and competitiveness in the market.

Please see Table 1 for more information on the courses that will be delivered during the 8-weeks program and Table 2 for the daily schedule respectively.

## BLENDLED IIP CURRICULUM

|      | Monday   | Tuesday                     | Wednesday                               | Thursday  | Friday             |
|------|--|-----------------------------|---|---|--------------------|
| Week | 16-Jun-25  | 17-Jun-25                   | 18-Jun-25                               | 19-Jun-25   | 20-Jun-25          |
| 1    | IIP 2025 Opening Ceremony and Onboarding                             | Design Thinking             | Data and Decisions                      |   |                    |
|      | 23-Jun-25  | 24-Jun-25                   | 25-Jun-25                               | 26-Jun-25   | 27-Jun-25          |
| 2    | Data analytics for Business  |                             |   | Design Thinking Teaching continued and Office hours |                    |
|      | 30-Jun-25  | 1-Jul-25                    | 2-Jul-25                                | 3-Jul-25  | 4-Jul-25           |
| 3    | Selection Of Cap-Stone Project and Briefing                          |                             |   | Capston Project Start Date                          |                    |
|      | Data Visualisation   |                             | Storytelling with Data                  | Machine Learning                                    |                    |
|      | 7-Jul-25   | 8-Jul-25                    | 9-Jul-25                                | 10-Jul-25   | 11-Jul-25          |
| 4    | Capstone Project continued   |                             |   |   |                    |
|      | Machine Learning   |                             |   | Marketing and Sales                                 |                    |
|      | 14-Jul-25  | 15-Jul-25                   | 16-Jul-25                               | 17-Jul-25   | 18-Jul-25          |
| 5    | Capstone Project continued   | Time with Alumni            |   |   |                    |
|      | Design Thinking Project School presentations and Final presentations |                             |   | Capstone Project continued                          |                    |
|      | 21-Jul-25  | 22-Jul-25                   | 23-Jul-25                               | 24-Jul-25   | 23-Jul-25          |
| 6    | Capstone Project continued   |                             | Cap-Stone Project Presentation          |   |                    |
|      | Customer Analytics   |                             |   |   |                    |
|      | 28-Jul-25  | 29-Jul-25                   | 30-Jul-25                               | 31-Jul-25   | 1-Aug-25           |
| 7    | Placement Info Session   | Negotiations                | Job Search                              |   |                    |
|      | People, Teams and Organizations                                      |                             | BlueprintResume WritingInterview Skills | Mock Interviews (2hrs)                              |                    |
|      | 4-Aug-25   | 5-Aug-25                    | 6-Aug-25                                | 7-Aug-25  | 8-Aug-25           |
| 8    | Communication in the workplace                                       | Office Hours for Internship | Personal Branding                       |   | Virtual Graduation |
|      |  |                             |   | Office Hours for Internship                         |                    |

Table 1: IIP Blended Curriculum

|  |  |
|--|--|
|  | Core Skills                                      |
|  | Elective Skills                                  |
|  | Cap-Stone project                                |
|  | Communication/Personal Branding/Pitching session |



| Time Zone   | Regular Program TimeTable      |  |   |   |                  |               |
|-------------|--------------------------------|--|---|---|------------------|---------------|
|             | Time (Ghana, Guinea, Senegal ) | Time (Cameroon, Chad, Nigeria, DR Congo) | Time (Zambia, Zimbabwe, Rwanda, Swaziland, Lesotho, South Africa) | Time (Kenya, Ethiopia, Madagascar, Tanzania, Uganda ) | Time (Professor) | Arrangement   |
| 6 hours     | 08:00-09:00                    | 09:00-10:00                              | 10:00-11:00   | 11:00 - 12:00   |                  | Hub-Learning  |
|             | 09:00-10:00                    | 10:00-11:00                              | 11:00-12:00   | 12:00 - 13:00   |                  | Hub-Learning  |
|             | 10:00-11:00                    | 11:00-12:00                              | 12:00-13:00   | 13:00-14:00   | ET/SAST/PDT      | Live Session  |
|             | 11:00-12:00                    | 12:00-13:00                              | 13:00-14:00   | 14:00-15:00   | ET/SAST/PDT      |               |
|             | 12:00-13:00                    | 13:00-14:00                              | 14:00-15:00   | 15:00 -16:00  |                  | Break         |
|             | 13:00-14:00                    | 14:00-15:00                              | 15:00-16:00   | 16:00-17:00   |                  | Tutor Session |
|             | 14:00-15:00                    | 15:00-16:00                              | 16:00-17:00   | 17:00 - 18:00   | ET/SAST/PDT      | Live Session  |
| 15:00-16:00 | 16:00-17:00                    | 17:00-18:00                              | 19:00 - 20:00   | ET/SAST/PDT   |                  |               |

Table 2: Daily Schedule

## EXECUTIVE TEAM



**Dr. David Attipoe**  
Chief Executive Officer(CEO)



**Deborah Wilsnagh**  
Chief Operating Officer(COO)



**Mark Heerden**  
Strategic Advisor

## ADMINISTRATIVE AND OPERATIONS

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**Prof Theresa Gebert**  
Chief Learning Officer



**Mercy S. Amponsah**  
Senior Program Officer



**Emmanuel Nutsugah**  
Edtech Lead



**John Addison**  
Operations Lead and Industry  
Support



**Dorothy Kwarteng-Adjei**  
Program Officer



**Hellen Batigna**  
EdTech Officer - Website Development

# OUR FACULTY



## Ulf Schaefer , PHD

Associate professor of practice SDA Bocconi and affiliate/visiting lecturer ESMT Berlin



## Matthew Bothner

Associate Professor of Organizations and Strategy at University of Chicago GSB



## Johannes Habel

Associate Professor bei University of Houston, C.T. Bauer College of Business



## David Dunne

Professor at the Peter B. Gustavson School of Business, University of Victoria.



## Henry Sauerman

Professor at ESMT Berlin



## Konstantin Korotov

Professor of Organizational Behavior, Faculty Lead Executive MBA Program



## Rajshri Jayaraman

Associate professor of economics and academic director of the FUTURE Institute for Sustainable Transformation at ESMT Berlin.



## Catalina Stefanescu-Cuntze

Professor of Management Science at the European School of Management and Technology

# 2024 TUTORS



**Ezekiel Kofi Dzandza**  
Tutor



**Jennifer Narki Batsa**  
Tutor



**Eugene Tettey Ayerkain**  
Tutor



**Mavis Oteng**  
Tutor



**Augustine Kwesi Sakyi**  
Tutor

## YOUR PERSONAL GUIDE

Your Tutors will assist you through the learning journey to ensure you achieve your learning objectives.

They will act as your sole point of contact during the program, supporting you by ensuring you receive the appropriate and timely assistance from the ecosystem.

Along with monitoring your progress, they will be there to give you the necessary encouragement to ensure your success.

# iiAfrica Partners 2025



SOS  
KINDERDÖRFER  
WELTWEIT

Dr. Jost Henkel  
Stiftung



University  
of Victoria



Harvard  
Business  
Publishing

ESMT  
BERLIN



INSENDI



# READY TO BECOME A DATA-DRIVEN DECISION MAKER?

JOIN US ON OUR EIGHT MONTHS JOURNEY OF IMPACT AND TRANSFORMATION

HAVE QUESTIONS ABOUT THE PROGRAM OR  
HOW IT FITS IN WITH YOUR CAREER GOALS

## **SPEAK TO ;**

Mercy Sarkodie Amponsah  
SENIOR PROGRAM OFFICER  
Mobile: +233 53 590 0485  
Email: [mercy@iiafrica.org](mailto:mercy@iiafrica.org)

## **LET'S GET INTERACTIVE**

LinkedIn: <https://www.linkedin.com/company/79416966/>

Facebook: <https://web.facebook.com/industryimmersioniafrica>

Twitter: [https://twitter.com/\\_iiAfrica?t=uDy1Vg6hmUuBJH58JKKvlg&s=09](https://twitter.com/_iiAfrica?t=uDy1Vg6hmUuBJH58JKKvlg&s=09)

Websites: [www.iiafrica.org](http://www.iiafrica.org) | [ghana1000.iiafrica.org](http://ghana1000.iiafrica.org)