

Turkish-African Universities Collaboration Forum & Education Fair

25th–27th May 2016 | Ilgaz Mountains, Turkey

Address by Dr Charles Kejeh

Ministers and Governors here present, Vice-Chancellors of universities, Professors, Rectors and Vice Rectors, other academics - ladies and gentlemen. Once again I sincerely thank the organisers of this conference, Professor Riza Gurbuz, Chair of the organising committee and the entire staff of Cankiri Karatekin University, in particular, for extending an invitation to me.

As an expert in entrepreneurship and a founder of two companies, I currently work with organisations in three European countries on entrepreneurship and business start-ups. A book to that effect is due soon.

Mr Chairman, I also use this medium to thank the Turkish government for establishing a vocational training centre in Sudan, a great help to the development of Africa. I hasten to suggest, however, that such assistance be extended to other African countries, if possible, and for it to make any significant impact, it has to be accompanied by a massive entrepreneurship (entrepreneurship is the process of designing, launching and running a new business, i.e. a start-up company offering a product, process or service) programme for the whole of Africa if we are to avoid youth social unrest. The term entrepreneurship is frequently used to refer to individuals who create or seize business opportunities and rapidly grow these ventures without regard for resources under their control. They build something from practically nothing and usually reinvest their earnings to expand their enterprise or create new ones.

Why do I say so ladies and gentlemen?

I say this because the continent is experiencing a youth budge, giving it a working age population to the envy of many in the developed world. But there is a downside to it all. If this energy is not harnessed into productive and gainful employment, it will manifest itself in other destabilising forms.

A World Bank report revealed that Africa is the youngest region in the world with more than half of its population under 25 years. More than 11million young people enter the job market every year, and over 60% of the group are unemployed in Africa. In Nigeria, for example, youth unemployment is running at around 25%, which equates to around 25 million people.



The report concludes that with the population of the rest of the world ageing and wages rising astronomically in emerging markets, Africa can be the source of labour in the world.

The answer to this challenge is the harnessing of Africa's enormous economic potential through vocational education that is directly linked to an entrepreneurship programme. It is my view that while strengthening basic education is important, business climate reform and the need to make infrastructure training and finance available to young people is an absolute necessity.

I here and now propose that an International Institute for Entrepreneurship (IIE) be established in Africa designed to put Africa's skills sets into a more practical and productive use. This will include practical and tailored programmes to take Africa back to agriculture where they have a comparative advantage.

Teaching Objectives

Objective is to provide a people oriented learning of the highest international quality through practical, stimulating, interactive and innovative methods that are relevant to modern trends. A new technique of learning-by-doing will be the key. The aim is to unlock the potentials of Africa's budding entrepreneurs.

The Institute will be attached to one of Africa's oldest universities – Makerere University, in Uganda. It will be an independent Institution catering for learners in Business and technology such as:

- Business Accounting and finance
- Sales and Marketing, and
- Information and Communications Technology - including Security systems, Examination and Electoral Malpractices
- Business Start-up
- Industrial Economics
- Tourism
- Health and Social Care Technology: bringing H & S Care to your home.

Project and Design Engineering such as:

- Electrical
- Civil
- Structural : Soil and building structures
- Petroleum
- Project Management
- Instrument and Control
- Offshore platforms, and
- Offshore operations
- Pipeline welding
- Solid minerals mining technology, including dredging.
- Industrial Health and Safety, etc.



Entrepreneurship

- Introduction to Entrepreneurship.
- Who is an Entrepreneur?
- Motivations for starting a business.
- Entrepreneurial Traits.
- Before you start a business
- What kind of an entrepreneur do you want to be?
- Business transformation – A theory.
- How to prepare a business plan.
- Sources of business finance.
- Entrepreneurs as pillars of the economy.
- Digital competences and their role in business development.

Lessons will be organised based on internationally recognised standards and from a variety of up to date materials. It should not rely on just text books so that lessons will always be interesting, fun and modern; using topics that it feels will be of interest to students.

Who should attend?

- Staff of multi-national organisations wishing to adapt to modern technology.
- Staff of public and private organisations.
- Teachers of IT and Entrepreneurship in schools and colleges;
- Anyone that wishes to go into business or to improve his/her business acumen.

Certification: certificate will be issued by the institute.

Essential Materials for the course: Modern Journals, Business Journals, Newspaper articles, computer magazines, etc. Recommended books can be obtained from the Centre at a charge.

Proposed programmes and mode of delivery

Professional Certificates of Competency These are short 3-month, part time, non-award courses designed for up-skilling and cross-skilling. A certificate is provided to all students who complete and pass the course. It will include all live, interactive webcasts with a professional instructor, 4 technical manuals (as searchable eBooks), course materials, software, postage, assignments and ongoing support. The certificate courses shall be short courses designed for professional and personal development in specific subjects.



Students will generally come from a relevant field of work. The advanced diploma courses shall be formally accredited by the authorities within the University Qualifications Framework as part of the education system, but our certificate courses shall not, therefore the short course does not provide a “qualification” in itself. Individuals who are members of professional associations may be able to claim attendance as credit for professional development purposes.

1. **Advanced Diplomas** | These are intensive 18-month accredited programmes designed for students working in a related field. This includes those who have technical or ‘trade’ qualifications who want to move to the next career step, those with substantial relevant work or business experience who need to formalise and enhance their achievements, and those with higher level qualifications in a related field who wish to develop specialist knowledge. Practical work experience in related areas of engineering would help enormously. It would not be suitable for a student with no relevant work experience. Graduates of an Advanced Diploma programmes in a reputable university can be confident that their qualifications will be officially evaluated as comparable to the Higher National Diploma (HND) standard / Foundation Degree Standard. A Higher National Diploma is at the same level of the National Qualifications Framework .
2. **Advanced Diploma of Engineering Practice** | This 24 month pioneering programme is specifically designed to provide credit for all of the first 2 years of a 4 year bachelor’s program in engineering. It is delivered 100% online and requires two years intensive part-time study. There is no on-campus requirement for the first 2 years. It is “intensive part time” and the course brochure will outline the time commitment needed for successful students. Applicants would need to be committed to earning a university degree rather than the more immediate work-related benefits provided by our typical advanced diplomas. The decision as to which pathway is right for you should be made very carefully.
3. **Graduate Certificates/Advanced Professional Certificates** | Presented over 6 months, these are post-graduate level programmes that usually require a bachelor’s degree and/or an advanced diploma plus significant experience for enrolment.
4. **Master’s Program** | This is a unique two-year programme aimed at high level. It will be jointly offered by the International Institute for Entrepreneurship and the University to deliver an outstanding quality. Additional background will be provided in the prospectus. After successful completion of the first year, the university will provide a place for the second part of the programme, leading to the award of Master of Business and Project Management (Industrial Automation or Electrical Engineering).

We use highly interactive learning methods such as role play, case studies, focused conversation, appreciative inquiry, individual reflection, group work, feed-back, drama, quizzes, debates, simulations, real life cases based on the experience of participants exposing them to a wide range of learning experiences.



Ladies and gentlemen, These are only suggestions and are subject to further discussions with the authorities of Makerere University. Fellow African here present, let us take a bold step now. Without it, we would have no progress, no inventions, no innovations and no change for the better. Let us through this conference, make the most of our potentials to achieve something special, which would make a profound difference to our lives, to those of other Africans and to the world. Africa ia an exciting place, full of wonderful possibilities and amazing opportunities. We should not allow random circumstances determine our journey through life, let us have a say in where we end up.

Ladies and gentlemen, where better to finish than with JK Rowling. In her commencement speech at Harvard University in 2008, JK Rowling said simply; “We do not need magic to transform our world. We carry all the power we need inside ourselves already”.

Thank you very much for your time.

Dr Charles Kejeh

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