

**Course Theme:****Disruptive Entrepreneurship in Emerging Markets: Building Scalable and Sustainable Ventures****Course Description:**

This one-week immersive programme, hosted by Lagos Business School, offers participants a unique opportunity to explore the fast-evolving world of entrepreneurship in emerging markets, with a particular emphasis on sub-Saharan Africa.

The course examines how visionary entrepreneurs are addressing global challenges and local realities, such as limited infrastructure, economic volatility, youth unemployment, and climate change, by building innovative, scalable, and socially impactful ventures. Participants will explore how technology, resilience, and inclusive strategies are shaping new business models in sectors including artificial intelligence, climate technology, financial technology (fintech), the creator economy and agricultural innovation.

Through a rich and varied learning experience that includes class facilitations, panel discussions, company visits, practitioner-led sessions and collaborative workshops, the course will provide participants with the tools and insights needed to:

- Understand the drivers of entrepreneurial growth in Africa and other emerging markets
- Analyse how social, economic, and regulatory factors influence venture creation and growth
- Explore trends shaping the future of entrepreneurship, including digital disruption, sustainability and inclusive innovation
- Examine funding strategies and alternative financing models in a post-global funding slowdown era
- Investigate approaches to scaling ventures across diverse markets and navigating cross-border expansion
- Appreciate the importance of gender inclusion, youth participation and community-based enterprise
- Evaluate how established organisations are supporting start-up innovation through corporate venture building and intrapreneurship

Participants will benefit from direct engagement with successful African entrepreneurs, investors, policy influencers, and innovators who are leading change within their industries. These interactions will offer practical insights into the realities of founding and growing a business in challenging environments, as well as strategies for building resilience and long-term impact.

By the end of the programme, participants will have developed a nuanced understanding of the entrepreneurial ecosystem in Africa and similar markets. They will be better equipped to identify

viable opportunities, build sustainable business models, and apply entrepreneurial thinking in both emerging and developed economies.

This course is ideal for MBA students from GNAM member schools who are interested in entrepreneurship, passionate about innovation, and keen to gain a global perspective on business creation in resource-constrained environments.