



Università Cattolica del Sacro Cuore



**ALTIS**

ALTA SCUOLA  
IMPRESA E SOCIETÀ



# **E4Impact MBA Zimbabwe Overview**

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# The Catholic University of Zimbabwe

- Established **1998** and opened in **1999**.
- Owned by the **Zimbabwe Catholic Bishops' Conference (ZCBC)**.
- Growth in student numbers **280** in 2013 to **3500** in 2019.
- Growth in Campuses from **1** in 2013 to **5** in 2019.
- Introduction of new programs;
  - **Development Studies, Education, MBA E4Impact**
- Modes of study offered are **Conventional, Parallel and Block**
- Growth is driven by **new management team** from 2013 to date.



# CUZ HARARE CAMPUS





# Gokwe during Orientation April 2019





# Breaking through - 2019





# Bulawayo Orientation



# Key Data

- Country located at centre of Southern Africa
- 16.53 million people
- 75% below 45 years
- Low rates of formal employment (estimated 90% informal)
- SMES are the mainstay of the economy



# Situation

- **SMEs**
  - Contributed \$8.58 billion to the country's GDP in 2016 (total GDP \$16.29bn)
  - Employ 5.9 million people (Over 75% of the total workforce of 7.8 million people)
- **Entrepreneurs and SME owners lack formal training in Entrepreneurship and Business Management**
- **Available programmes are academic-oriented**



# **The Solution - E4Impact MBA**

## **Why**

- **Bridges the gap between existing and future SMEs; entrepreneurial activities and the academic needs**

## **How**

- **Working with the existing E4Impact programs tailor-made to the local situation**

**The other African countries where this program is operational include:**

**Kenya**

**Senegal**

**Ghana**

**Ethiopia**

**& Zimbabwe is the 9th country.**

**Uganda**

**Ivory Coast**

**Sierra Leone**

**Sudan**



# The gains

- **1<sup>st</sup> Edition**
  - Total number of Applicants - 120 (accessed mainly through Social Media)
  - Launched November 2018, BIC December 2018 (Lectures began February 2019)
  - Enrolment of 51 students
  - E4Impact Advisory Committee
  - 8 Academic staff (6 local, 1 regional, 1 International)
  - **Engagement and collaboration**
- **2<sup>nd</sup> edition scheduled for August 2019**
- **Potential to capture students from across Southern Africa (10 Countries)**

# E-4impact MBA business idea competition













# E4IMPACT MBA students







## **Key Features / needs**

- **Boot camp/ Long weekends**
- **2 year program (1.5years Boot camp/ long weekends)**
- **Mentors required for business-specific categories**
- **Business guest speakers @ every contact**
- **Tours to business specific sites**
- **Educational exchange programs with students from other E4Impact accelerators.**
- **Provision of an online platform for all students on the E4Impact program globally to interact and access materials.**
- **Impact oriented**



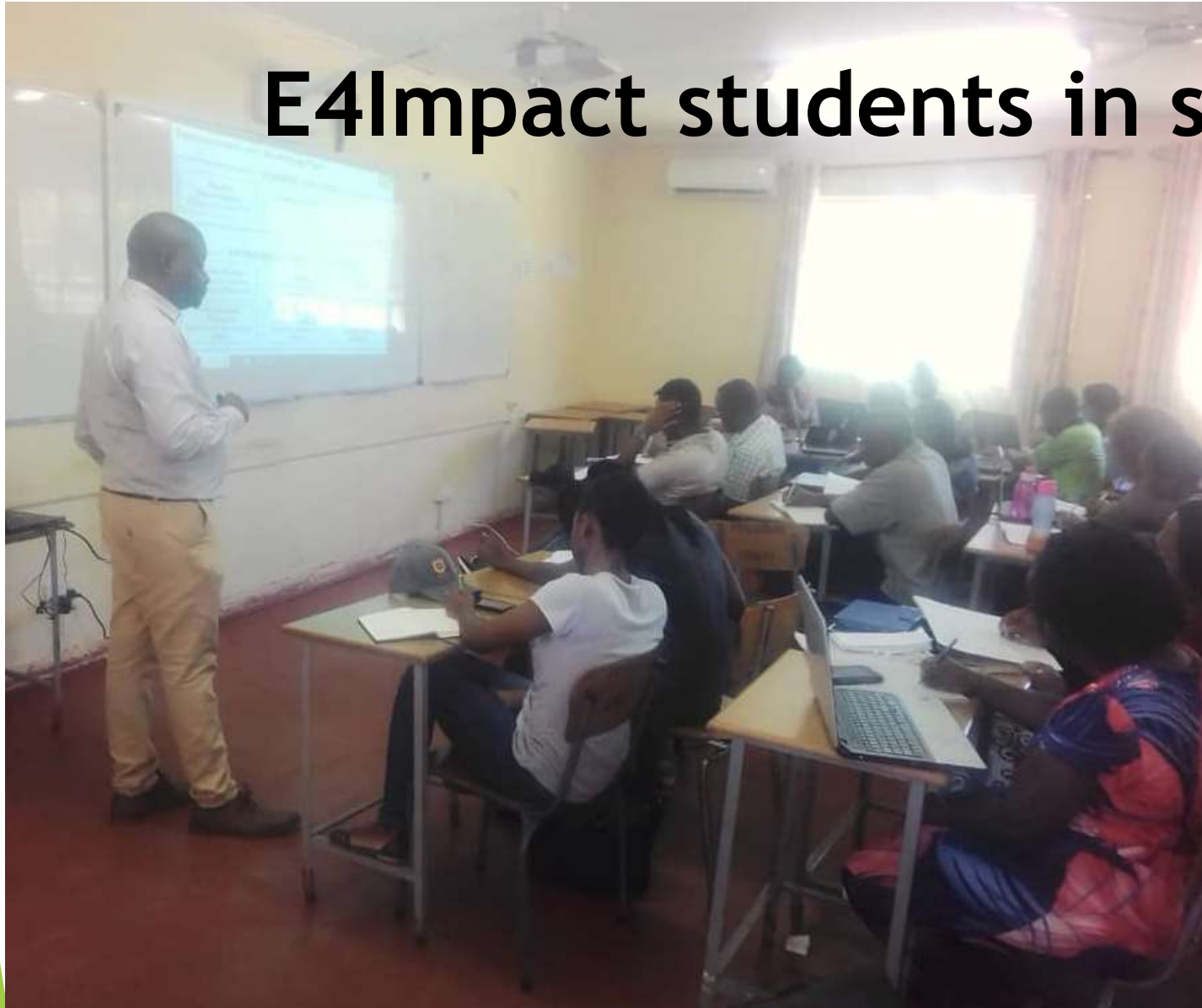
# Challenges

- ▶ **Currency instability making fees unstable**
- ▶ **Remittances of foreign currency for educational services given very low priority by the Reserve Bank.**





# E4Impact students in session March 2019





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**Thank You**