

Branding your business school in Africa

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Africa: a special opportunity

- Place for growth and therefore for business education
- Western, Central, Eastern Africa
- Like in Asia?



Some specific constraints

- Languages
- Sensitivity to colonialist approach



How to proceed

- A branch?
- Co-diplomas / Co-graduations (with or without students mobility)
- PhD opportunity for African junior staff
- Common summer schools
- Joined research including African data



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