### SYLLABUS

***BADM 5370***   
***Business Seminar***

**on**

**Social Entrepreneurship and Africa Global Value Chains**

**Onsi Sawiris School of Business**

**The American University in Cairo**

#### **Instructor name: Sherwat Elwan**

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**Class Schedule: Tuesdays 6.00 pm – 9.00 pm**

**Vision of the** **Onsi Sawiris School of Business**

The school’s vision is to be the leading knowledge hub with regional relevance and global influence.

**Mission of the Onsi Sawiris School of Business**

The school’s mission is to develop entrepreneurial and responsible global leaders and professionals to impact society.

**Onsi Sawiris School of Business Values**

* *Excellence* - Striving for distinction through creativity, continuous improvement, and intellectual contribution in whatever we do and offer.
* *Integrity -* Committing to act principally, ethically, and honestly, both personally and professionally, as the fundamental foundation of mutual trust and respect that is essential for society.
* *Inclusion* **-** Enabling an inviting culture that welcomes with dignity and fairness diverse backgrounds, perspectives, experiences, and viewpoints of all stakeholders of the society and supports an environment that encourages the expression of ideas and deliberation of thoughts.
* *Resourcefulness* **-** Pledging to be genuine, innovative, entrepreneurial, and focused on transformational change based on making informed decisions in the pursuit of value creation.
* *Belonging* **-** Sharing a tangible sense of pride and commitment to a common purpose.
* *Collaboration* - Understanding the importance of teamwork and the recognition that diverse, interdisciplinary teams in teaching, research, service and operations spawn greater efficiency and more effective impact.

**Course Description**

Africa has produced more entrepreneurs within the past decade than it did 40 years prior. This course explores the structural transformations in rural and urban Africa, and the particulars behind the surge of Africa's small and micro enterprises (unemployment, the lack of industrialization, the bulging informal sector, deficiencies in national infrastructures…etc.,). The course examines the policies employed for sustainable development and the emergence of social entrepreneurship as a global and African movement. It investigates the differences between business and social innovation and what it means for Africa, and highlights the challenges facing social entrepreneurs in terms of their ability to attract funding, scale their businesses, cultivate talented workers, develop partnerships, and difficulties in measuring their larger impact.

The course studies the innovative capabilities of multiple and diverse African firms through showcasing examples of social and environmental business driven initiatives that focus on youth, women, and digital technologies. Particular attention is given to how African social enterprises position themselves within global value chains (GVCs), reshaping traditional patterns of participation and creating new pathways for inclusive growth. Students will engage in online discussions with policy makers and directors of social enterprise research centers. In addition to joining in on 'virtual tours' with young leaders of African enterprise like; shared ride solutions (SWVL; Egypt), digital retail and last mile delivery (Jumia; Nigeria), Solar energy in (Karam Solar; North Africa), mobile phone money transfer payments (M-Pesa; Kenya) and fintech (Yoco; South Africa)….etc., The course concludes with a discussion on how this transformative process is altering the way in which Africa countries could develop and learn from each other.

**Assignments:** Group Student presentations, guest speaker reflection papers (2-3 pages each), and a final paper (10-15 pages)

**Grading:**

Participation (Individual): 20 percent;

Reflection papers (Individual): 20 percent;

Presentations (Group): 30 percent;

Final term paper (Group): 30 percent.

**Weekly topics**

**Week 1:**

Introduction: A Diverse Continent with Common Challenges

Rotberg, R. (2020):

Chapter 1. Proliferating Peoples, Congested Cities, Colliding Faiths;

Chapter 4. African Economies and their Challenges

Onyeiwu, S. (2015):

Chapter 3. Growth, Employment, and Poverty.

Shifting Global Demographics: An African Opportunity? Rafiq Raji. September 2020. <https://www.ntu.edu.sg/docs/librariesprovider100/aci2019/32.pdf?sfvrsn=8408bda0_2>

Does Africa's Growing Informal Sector Threaten Economic Growth and Doing Business? Francis Mulangu. June 2020. <https://www.ntu.edu.sg/docs/librariesprovider100/aci-latest/cas25.pdf?sfvrsn=b54c5fa0_2>

**Week 2**: Africa's Sustainable Development  
Onyeiwu, S. (2015):

Chapter 2: Renaissance or Mirage? Can Growth in Africa Be Sustained;

Chapter 8. Aid, Debt and Foreign Direct Investment

Chapter 9. Gender, Youths and Sustainable Development.

United Nations Global Compact. (2024). Africa strategy 2024-2025. United Nations Global Compact. <https://communications-assets.unglobalcompact.org/docs/publications/Africa-Strategy-Final.pdf> [UN Global Compact+1](https://unglobalcompact.org/library/6203?utm_source=chatgpt.com)

Entrepreneurship is critical to Africa’s transformation - African Development Bank June 2021

<https://www.afdb.org/sites/default/files/2021/06/28/entrepreneurship_in_africa_-_may_2021_abridged_version_06_28.pdf>

Uniting Business Africa <https://www.unglobalcompact.org/take-action/events/1936-uniting-business-africa>

***Guest Speaker Event on UN Global Compact 2021 -2023 Africa strategy for sustainable businesses***

**Week 3:** Structural Transformation and the Lives and Livelihoods of Africans

Onyeiwu, S. (2015):

Chapter 4. Industrial Performance and Prospects of Structural Transformation

Chapter 5. Regionalism and Industrial Development.

Newfarmer, Page, & Tarp, (2019) Chapter 1. Industries without Smokestacks and Structural Transformation in Africa; Chapter 4. Tourism in Africa; Chapter 5 Agro-Processing and Horticultural Exports from Africa; Chapter 7. Trucking Services; Chapter 8. Trade in Services.

Does industrialization matter to the well-being of Africans? Industrialisation has re-appeared on the African development policy agenda. Francis Mulangu. March 2021

<https://www.ntu.edu.sg/cas/news-events/news/details/does-industrialisation-matter-to-the-well-being-of-africans>

**Week 4:** Africa and Global Supply Chains

Chopra, S., & Meindl, P. (2016)

Chapter 3. Drivers of Supply Chain Performance

McKinsey Global Institute 2019 Report: Chapter 1: Moving Parts: The Evolution Of Global Value Chains

United Nations Global Compact. (2025). Procurement: A catalyst for sustainable growth and resilience. United Nations Global Compact. <https://communications-assets.unglobalcompact.org/library/6297>

**Week 5:** Africa Enterprise and Private Sector

Amaeshi, Okupe, & Idemudia, U. (2018)

Chapter 2. Africapitalism: A Management Idea for Business in Africa?

Chapter 3. Business Elites to The Rescue! Reframing Capitalism and Constructing an Expert Identity:

Chapter 7. Who is an Africapitalist? Reimagining Private-Sector Leadership in Africa

Leke, A., Chironga, M., Desvaux, G. 2018. Africa’s overlooked business revolution. Available at: <https://www.mckinsey.com/featured-insights/middle-east-and-africa/africas-overlooked-businessrevolution>

***Guest speaker Discussion on Entrepreneurship and Africa Business Incubators***

**Week 6**: Assessing Africa’s Innovative and Technological Capabilities

Onyeiwu, S. (2015):

Chapter 6. Innovation, Technology, and Structural Transformation

Rotberg, R. (2020):

Chapter 10. Technology Advances Africa

Newfarmer, Page, & Tarp, (2019):

Chapter 2 New Technologies Create Opportunities; Chapter 3 Telecommunication and ICT-Based Services Trade

Ibrahim, S. E. (2024): Aggregators sitting on the throne of Africa’s e-commerce. Supply Chain Management Review. Peerless Publishing

Can FinTech meet the financing needs of African SMEs? African SMEs find it difficult to get credit, but not for long. By Rafiq Raji

<https://www.ntu.edu.sg/cas/news-events/news/details/can-fintech-meet-the-financing-needs-of-african-smes>

E-commerce: Avenues for opportunities in Africa. Asmita Parshotam. November 2020. <https://www.ntu.edu.sg/docs/librariesprovider100/aci2019/37.pdf?sfvrsn=a10df14b_2>

How Jack Ma sees a thriving future of entrepreneurship in Africa

<https://www.weforum.org/agenda/2020/03/jack-ma-alibaba-digital-entrepreneurship-africa/>

**Week 7:** Sustainability Frameworks for Africa

Amaeshi, Okupe, & Idemudia (2018)

Chapter 8. Social Entrepreneurship and Africapitalism: Exploring The Connections

United Nations Global Compact. (2025). Legal insights for business leaders. United Nations Global Compact. [https://unglobalcompact.org/library/6298](https://unglobalcompact.org/library/6298?utm_source=chatgpt.com)

United Nations Global Compact. (2025). Procurement: A catalyst for sustainable growth and resilience. United Nations Global Compact. <https://communications-assets.unglobalcompact.org/library/6297>

**Week 8:** Social Enterprise for Sustainable Development

Bornstein and Davis (2010):

Part I: Defining Social Entrepreneurship

Part II: Challenges Causing Change

Africa's Young Entrepreneurs (GEM Special Report:2015)

<file:///C:/Users/sherw/Downloads/gem-2014-africas-young-entrepreneurs-1441289878.pdf>

**Week 9**: Cases from Africa Sustainable Entrepreneurship (Environmental)

Africa’s Blue Economy: Unlocking a new wave of prosperity? Ronak Gopaldas. December 2020.<https://www.ntu.edu.sg/docs/librariesprovider100/aci2019/38.pdf?sfvrsn=ddb34503_2>

***Virtual Tours with Africa Sustainable Entrepreneurs***

**Week 10**: Cases from Africa Sustainable Entrepreneurship (Social and Cultural)

# Africa uncovers the potential of its purple economy. Ronak Gopaldas. September 2021 <https://www.ntu.edu.sg/cas/news-events/news/details/africa-uncovers-the-potential-of-its-purple-economy>

***Virtual Tours with Africa Sustainable Entrepreneurs***

**Week 11:** Africa Women in Business

Ochonu, (2018). Part II: Female Entrepreneurs and Gendered Innovation

Chapter 3. Women Entrepreneurs, Gender, Traditions, and the Negotiation of Power Relations in

Colonial Nigeria; Chapter 4. From Artisanal Brew to a Booming Industry: An Economic History of Pito Brewing among Northern Ghanaian Migrant Women in Southern Ghana; Chapter 5. Interconnections between Female Entrepreneurship and Technological Innovation in the Nigerian Context

Empretec Women in Business Awards 2018 [English] (UNCTAD/DIAE/ED/2018/1) <https://unctad.org/system/files/official-document/diaeed2018d1_frontmatter_en.pdf>

**Week 12:** Africa Women in Business - Thriving Through Crisis

Frei, Ibrahim, & Akenroye (2022)

Chapter 10. Sustainability of the handicraft sector in Ghana.

Africa’s Women Traders: What more can we do? Asmita Parshotam. May 2020.​

<https://www.ntu.edu.sg/docs/librariesprovider100/aci2019/22.pdf?sfvrsn=3c1ee585_2>

Women’s Entrepreneurship 2020/21 Thriving Through Crisis [Global Entrepreneurship Monitor (GEM) Report 2021] <file:///C:/Users/sherw/Downloads/gem-womens-report-2021-web-pdf-v3-1639518458.pdf>

***Virtual Tours with Africa Women Entrepreneurs on gender related issues, access to finance, ownership, and women in business.***

**Week 13:** Africa Sustainable Entrepreneurship: Moving Forward

Rotberg, R. (2020):

Chapter 12. Things Come Together: Achieving Greatness

Newfarmer, Page, & Tarp, (2019):

Chapter 20. Widening the Options

Carmody (2017):

Chapter 10. Can Africans Unscramble the Continent?

***Course Wrap-up***

**Required Readings**

Amaeshi, K., Okupe, A., & Idemudia, U. (Eds.). (2018). *Africapitalism: Rethinking the role of business in Africa*. Cambridge University Press.

Bornstein, D., & Davis, S. (2010). *Social entrepreneurship: What everyone needs to know*. Oxford University Press.

Chopra, S., & Meindl, P. (2016). Supply chain management: Strategy, planning, and operation (6th ed., Global ed.). Pearson.

Ibrahim, S. E. (2024). Aggregators sitting on the throne of Africa’s e-commerce. Supply Chain Management Review. Peerless Publishing

Newfarmer, R., Page, J., & Tarp, F. (Eds.). (2019). *Industries without smokestacks: Industrialization in Africa reconsidered* (p. 480). Oxford university Press.

Nwuneli, N. O. (2016). *Social innovation in Africa: a practical guide for scaling impact*. Routledge.

Onyeiwu, S. (2015). *Emerging issues in Contemporary African Economies: Structure, policy, and sustainability.* USA: Palgrave Macmillan.

Rotberg, R. (2020). *Things come together: Africans achieving greatness in the twenty-first century*. Oxford University Press, USA.

**Recommended Readings (optional):**

Carmody, P. (2017). *The new scramble for Africa*. John Wiley & Sons.

Frei, R., Ibrahim, S. E., & Akenroye, T. (Eds.). (2022). *Africa and Sustainable Global Value Chains*, Springer

Lewis-Gayle, O. (2021). *Harambean Meditations on Africa Innovation: Talent, Product, Capital* ISBN-13 ‏ : ‎ 979-8490466185

Ochonu, M.E. (2018).  *Entrepreneurship in Africa: a historical approach,*Indiana University Press, Bloomington, Indiana.