MAGNA SKILLS DEVELOPMENT INSTITUTE

Capacity Building • Professional Training • Organisational Development

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Course Profile Document

Investment and Career Development

Empowering African Entrepreneurs: Harnessing Technology for Business Success

Prepared as a professional course profile for delegate review, sponsorship approval and organisational training planning.

COURSE CODE	DELIVERY	DURATION	PREPARED FOR
MSD3032	**Online / Face-to-Face**	**Flexible**	**Organisation Approval**

Register for this Course **View Online Course Page**

Course Overview

At **Magna Skills**, we understand the dynamic challenges and opportunities that African entrepreneurs face in today's fast-paced digital era. This course is crafted specifically for African entrepreneurs who are eager to leverage technology as a catalyst for business success.

Participants will gain practical skills in digital tools, online platforms, mobile commerce, and financial technology (FinTech), enabling them to transform their business ideas into scalable and sustainable ventures. With real African case studies and step-by-step guidance, this course will equip participants to thrive in local and global markets using technology.

Whether you are a startup founder, a small business owner, or a visionary entrepreneur, this course is your gateway to unlocking the full potential of digital innovation.

Course Outcomes

By the end of this course, participants will be able to:

1. Understand the transformative role of technology in African entrepreneurship.
2.

Apply digital tools to enhance business operations, marketing, and sales.

3. Build a strong and professional online presence through websites and social media.
4. Use mobile technologies and digital payments to reach more customers and improve efficiency.
5. Develop an actionable tech-integration plan tailored to their specific business needs.

Course Outline / Curriculum

Module 1: African Entrepreneurship in the Digital Age

- The entrepreneurial landscape in Africa
- Challenges and tech-driven opportunities
- Inspirational success stories of African digital entrepreneurs

Module 2: Digital Business Models & Innovation

- Designing innovative business models
- Tech-enabled revenue generation strategies
- Local solutions to local problems using global tools

Module 3: Establishing Your Digital Footprint

- Importance of websites and how to create one
- Domain name registration & web hosting basics
- Tools for building and managing websites

Module 4: Social Media Strategy for Entrepreneurs

- Using Facebook, Instagram, LinkedIn, and WhatsApp for business
- Building communities and converting followers into loyal customers
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- Content creation using Canva and mobile apps

Module 5: E-Commerce & Mobile Commerce Essentials

- Setting up online stores using Shopify, WooCommerce, and Flutterwave Store
- Integrating mobile payments (e.g., M-Pesa, Paystack)
- Logistics and delivery integration

Module 6: Digital Marketing & Lead Generation

- Email marketing with Mailchimp and ConvertKit
- Automation tools for customer engagement
- Creating sales funnels and landing pages

Module 7: FinTech & Financial Management Tools

- Using mobile banking and digital wallets
- Accessing capital via crowdfunding and digital lenders
- Budgeting and expense tracking with apps

Module 8: Cybersecurity for Small Businesses

- Identifying and avoiding common threats
- Securing business data and transactions
- Data protection regulations in Africa

Module 9: Tools for Business Efficiency

- Project management apps (Trello, Notion)
- Collaboration platforms (Google Workspace, Microsoft Teams)
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Cloud storage and file sharing tools

Module 10: Creating Your Tech-Driven Business Plan

- Mapping your digital transformation journey
- Setting KPIs and timelines for implementation
- Presentation of individual digital business strategies

Target Audience

Key Course Benefits

Work-Ready Skills

Delegates leave with practical tools, templates and methods they can apply immediately at work.

Better Institutional Results

The programme supports stronger planning, reporting, compliance, accountability and service delivery.

Sponsor-Friendly

This document is designed to help supervisors, HR units and sponsors approve delegate participation quickly.

Professional Recognition

Delegates receive training documentation and a certificate of completion after successful participation.

Our Training Centres & Delivery Options

Magna Skills offers flexible delivery through face-to-face training centres across Africa and beyond, plus Online / E-Learning for delegates who prefer remote participation.

Southern Africa

Practical training destinations with strong travel access and delegate support.

- Pretoria, South Africa
- Vic Falls, Zimbabwe
- Livingstone, Zambia

East Africa

Popular regional centres for government, NGO and donor-funded project teams.

- Kigali, Rwanda
- Kampala, Uganda
- Nairobi,
- Zanzibar, Tanzania

West Africa & Islands

Strategic locations for regional networking and executive capacity building.

- Accra, Ghana
- Port Louis, Mauritius

International Executive Venue

Premium destination training for senior teams and international delegates.

- Dubai, United Arab Emirates

Online / E-Learning

Attend from anywhere through live online, blended or self-paced learning options.

- Online, E-Learning
- Remote Teams
- Flex

Organisation-Based Training

Magna Skills can also arrange dedicated in-house training for ministries, NGOs and companies.

- Onsite
- Custom Dates
- Group Training

Ready to Nominate Delegates?

Use the links below to register, review the live course page or contact Magna Skills for organisation-based training support.

Register / Apply Online | **View Full Course Page**

About Magna Skills

Magna Skills Development Institute provides practical capacity building programmes for government departments, NGOs, public institutions, donor-funded projects and private sector professionals across Africa. Our training approach combines expert facilitation, real workplace case studies, practical tools, post-training support and professional documentation that helps organisations strengthen staff performance and service delivery.

Government Training | NGO Capacity Building | Corporate Workshops | Online Learning | Face-to-Face Training | Certifica

Approval & Authorisation Form

This section may be completed by the organisation, department, HR office, finance office or sponsor approving delegate participation. It can be attached to an internal memo, procurement request or training approval submission.

Organisation / Department	
Delegate Name(s)	
Approved Course	Empowering African Entrepreneurs: Harnessing Technology for Business Success
Preferred Delivery Mode	☐ Online ☐ Face-to-Face ☐ Organisation-Based Training
Preferred Training Venue / Date	
Estimated Number of Delegates	
Budget / Vote Number	
Contact Person	
Email / Mobile	

Authorised Name _____ Signature / Stamp _____ Date _____