

THE BUSINESS ADMINISTRATION DEPARTMENT

The newsletter for the Business Department of Ashesi University



Message from the Head of Department

It has been a great learning experience serving as the head of this diverse department for the past two years. The department offers a general business degree with six concentration areas. These areas include Entrepreneurship, Finance and Accounting, Logistics and Process Management, Quality Assurance, Marketing and Strategy, Organizational Management, and Law and Economics. The department currently has 433 students, with 58% female. There are 11 full-time faculty (with 8 Ph.D. holders) and about 20 adjunct faculty.

Our goals for this year are in the areas of research & innovation, enriching the student experience, and teaching and learning in and outside the classroom.

This newsletter will speak to some of our activities, which have helped us achieve our goal. Do enjoy the read, and do not hesitate to contact us if you have ideas on how we can be more significant to Ashesi's mission.



Dr. Sena Agbodjah



In fulfilling our mandate to enrich the teaching and learning experience, the department hosted class guest speakers from various industries in all six concentration areas this past year. 80% of classes hosted at least two industry guest sessions, with Ashesi alums making up about 17% of the total. The Entrepreneurship and Applied Project capstones also engaged industry guests as advisors, coaches, and consultants to guide the teams through their projects.

Aside from external persons serving as class guest speakers, the department hosted several key campus events under the flagship name Ujima Forums. The Ujima Forums is an Afrocentric-themed teaching and learning environment for members of the Ashesi community and beyond. Events hosted included the following:

Ujima Time with an Entrepreneur Series



The Ujima Young Professionals Networking Forum was an event that hosted Ms. Rachel Laryea, founder of Kelewele LLC. She owns a New York-based lifestyle brand that emphasizes community, culture, and food.

During her time on campus, she shared how she combined her passion for entrepreneurship with education, highlighting how challenging but beneficial the journey can be. Students from the Entrepreneurship capstone class were mainly present and full of questions to learn more about how young people can navigate the challenging and often unfriendly terrain of starting a business while schooling.



Brown bag session on Gamification in Learning

This event was organized to promote faculty research sharing. Specifically, this brown bag session led by Dr. Laryea and Dr. Djan demonstrated how gamification in learning works to achieve essential learning outcomes. A workshop was facilitated for faculty who were present to understand better how gamification could be included in their courses.



Ujima Young Professionals Networking Forum

The Ujima Young Professionals Networking Forum sought to create a platform for third and final-year students to network with related professional bodies, including the Project Management Institute, Chartered Institute of Human Resource Managers, Association of Certified Chartered Accountants, Chartered Institute of Management Accountants, Society of Chartered Financial Accountants, Chartered Institute of Procurement and Supply, Chartered Institute of Marketing Ghana.

This networking opportunity did not only aid us in exposing our students to the world of work but also provided an opportunity for professional bodies to engage with the students and develop a potential pipeline for membership. The forum was crowned with a panel discussion moderated by Mr. Najeeb Ibrahim, the Assistant Director of Career Services, to discuss Professionalism through Industry-Academic Collaborations.



Executive in Residence Mentoring lunch & Campus-wide Lecture



The students of the Competitive Strategy course were privileged to have the Senior Vice President of Markets, MTN Group, Mr. Ebenezer Twum Asante, accept an invitation and give a lecture on Leadership, Strategy, and Execution. Although this guest lecture was compulsory for students of the class, other students from different year groups were allowed to join in and listen along with the Competitive Strategy class to Mr. Asante's experience and the knowledge he had gleaned from his journey.

The students in attendance were treated to lunch and an interactive mentoring session with Mr. Asante and other supporting staff and faculty who were present. They were given room to have conversations and get advice for their future as students and life afterwards.



Virtual campus-wide lecture with CEO of Vodafone Ghana

The campus-wide lecture with Mrs. Patricia Obo -Nai (CEO of Vodafone, Ghana), was a very informative and engaging session.

The Competitive Strategy class organized this, and the lecture given was on Leadership and Sustainability.



As leaders, we were reminded always to have a vision and understand the purpose of our actions in order to thrive in society. To ensure a business is made sustainable, every leader ought to consider the three pillars of sustainability. These are

- The environment (Planet)
- Social (People)
- Economic (Profit)



The big question here is to think about the different ways we can make a business sustainable in the interest of these pillars. For example; what part of our business plan should focus on impacting the environment? Do we recycle our plastics?



Ujima Scholastic Lecture Series



Under the flagship of Ujima Forums, we were privileged to host Professor Imhotep Paul Alagidede, an expert on the creation of sustainable indigenous enterprise development, to give a lecture on wealth creation and indigenous enterprise development in the post-pandemic world, using the Nile Valley Multiversity, his institution, aimed at integrating old cultures with our modern culture, as a case study and showing just how efficiency can be improved using our resources and knowledge.

Professor Imhotep addressed a few issues during his lecture, focusing on the current economic climate and the opportunities we tend to overlook. He also managed the quality and character of the businesses today that will impact the new world order as a reference guide for us to look at and emulate.



Our student club activities:

As part of the department's commitment to supporting and enriching the student experience, we have supported the formulation and growth of various clubs, with faculty members serving as patrons providing expert guidance and support when needed. These clubs include the Real Estate Club, the Agribusiness Club, the Project Management Club, the Ashesi Business Club, the Ashesi Startup Launchpad, and the Investment Club.

The Investment Club

This club aims to holistically educate members of the Ashesi community on financial opportunities and available careers in the financial service industry, create a network for investment ideas and create exclusive mentorship opportunities. We've had two events this semester:

A Deep Dive into the Finance Industry

This event gave students a deep understanding of the finance industry and how they can land Internships and Job opportunities in the industry—getting students to know the diversity in the finance industry especially Engineering students who are passionate about finance but need to learn how to get in with their engineering background. Also, introducing the concept of financial trading to students, ranging from Forex trading, Stocks, etc.

Investment Soiree in collaboration with the Ashesi Finance Club

The Investment Soirée was a single-day investment forum that seeks to improve students' financial literacy and independence by giving them a platform to learn from, connect, and network with a broad array of leading firms and seasoned professionals in the financial services industry. The theme for this year's event was "Financial Independence: The Importance of Investing Early."

We had industry experts from Data Bank, IC securities, and GCB Capital LTD.





The Ashesi Business Club (ABC)

The Ashesi Business Club (ABC) is a student-run club that aims to reinvigorate the business culture on campus. ABC provides a platform for students to sharpen their business sense through real-world application, whether in service projects, investing, or developing their ventures. Two of our most exciting events organized last semester are:



The partnership with J-FORCE For Business Conference

This event seeks to enhance the skills of young African leaders and influence them to drive unique and sustainable change in any given country in the people to find themselves. The event sought to change the outlook of young leaders into global transformative ones.



The Homecoming Business Fair Competition

This competition sought to unearth unique skill sets in which student entrepreneurs showcased and demonstrated their latest products and services, study activities of rivals and examine recent market trends and opportunities in a specific industry.



Ashesi Startup Launchpad (ASL)



The ASL was set up to support student-run businesses by providing them with the resources and funding that they will require in their early stages to grow into fully-fledged companies. The club seeks to adapt, support, and launch student entrepreneurs into the entrepreneurial scene.



Last semester we held a pitching competition to test the ability of students to properly sell their business ideas to possible investors and give students an avenue to receive feedback from alumni entrepreneurs, mentors and entrepreneurship faculty at Ashesi. Currently, the club offers mentorship to student businesses to improve their businesses and offers practical guides who have chartered the entrepreneurial path.



Project Management Club

The Ashesi Project Management Club (APMC) exists to provide students with basic knowledge of what project management entails, equip students with the skills as well as the tools and techniques necessary to manage their personal and professional projects at Ashesi University.

It also connects students with the Project Management Institute, Ghana (PMI, Ghana), and prepares members who would like to take the Certified Associate in Project Management examination (CAPM examination) and other related examinations in the form of talks with PMI, Ghana, and practice tests.

Delving Deep into Project Management with Dr. Sena Agbodjah

The Ashesi Project Management Club hosted Dr. Sena Agbodjah, who is also the patron of the Project Management Club. The program aimed to give students basic knowledge of Project Management.

The program touched on some fundamental features and principles of projects. Members learned that projects are unique and have a definite start and end date. Members got an insight into the importance of mastering how to manage one's life and academics, an aspect of Project Management.





Business Challenges & Competitions

Three students, Edna Boa-Amponsem (BA' 2022), Naa Lamile Dove (MIS' 2023), and Cajetan Songwae (CS' 2025), were chosen to take part in the New Business Challenge. With this cross-cultural experience, students and young professionals explore the business relationship and opportunities between the Netherlands and Ghana and enhance their international business skills.

The CFA research challenge was held in Ghana, and four final-year business administration majors from the department—Joyce Selby, Enyonam Koko, George Doku, and Bridgette Adatsi—came out on top. All of the lecturers from the departments of Finance and Accounting, Mr. Essel-Anderson, Dr. Esther Laryea, and Ms. Nana Sefaah Kyei-Boadu, supported this team.

The CFA research challenge

After a keenly contested encounter, the team from Ashesi University emerged as winners of the inaugural Research Challenge organized by the local arm of the Chartered Financial Analysts (CFA) Society.



The CFA Institute Research Challenge is an annual global competition providing final-year undergraduates and MBA-level students with hands-on mentoring, intensive financial analysis, and professional ethics training. Participating students are tested on their analytical, valuation, report writing, research, and presentation skills.



This edition saw teams conduct an in-depth analysis of some publicly listed companies and provide investment recommendations based on their findings.



New Business Challenge



The participants of the challenge partook in training, lectures, company visits, and activity-based collaborations with their team members. The purpose of this challenge was to generate ideas for a real-world business problem. They visited the Ghana innovation hub and Blue Skies Factory and Juice Bar.



Introduction of an Advisory Council

An advisory council for the Business Administration (BA) department was set up this academic year (2021/2022) to provide specific guidance and advice to the decisions and strategies of the departments' engagement. The members selected to be on this board will run a two-academic-year term starting October 2022 to August 2024. The board's primary purpose is to provide support and advice to program(s), assist in developing new programs, and identify contextually relevant best-practice standards. Board members will also serve as ambassadors and advocate for the department, providing a connection to the ongoing exchange of information and ideas with practitioners in the field and other external contacts. The board will be critical in ensuring that programs are current and relevant to business, industry, labor, and professional development practices.

Meet the Advisory Council Members



Mr. Ebenezer Twum Asante, Senior Vice President of Markets, MTN Group

Mr. Ebenezer Asante is currently the Senior Vice President of MTN Group Markets, comprising some 18 countries. He was appointed to the Board of Standard Chartered Bank Ghana Limited in 2019.

He holds a First-Class degree in Economics and Statistics from the University of Ghana and Post graduate diploma in Management from Henley Business School, UK.



Dr. Esi Ansah, CEO & Founding Partner of Axis Human Capital Ltd.

Dr. Esi Ansah is a founding partner and the CEO of Axis Human Capital Ltd and the Association of Ghana's Elders (AGE). She serves as the key Corporate Trainer for Axis Clients and uses Axis as a platform to provide mentoring and career and life coaching to students and working professionals.

She is a licensed Insights Discovery practitioner who uses the Insights Discovery (personality profile) system in performance and leadership coaching.



Mr. Kwadwo Owusu Adjei, Senior Finance Manager, GE Power

Mr. Kwadwo Owusu-Adjei is the Senior Finance Manager for Contractual Services Cash FP&A Leader at GE Power. He is an Ashesi alum and was President of the Ashesi Student Council. He served on various clubs and organisations while on campus.

He has interests in economic empowerment, education and politics.



Ms. Erica Anang, third-year Business Administration student

Ms. Erica Anang is a sophomore at Ashesi University studying Business Administration. She is the head of the Ashesi Startup Launchpad, a club that seeks to identify and support scalable student businesses. She is interested in Entrepreneurship and Mathematics and plans to launch a mixology business soon.



Professor Imhotep Alagidede, Professor at Wits Business School

Prof Imhotep Alagidede is a meta-economist and a transdisciplinary scholar with an avid interest in the noumena behind phenomena. He is an entrepreneur, philanthropist, accomplished academic, seasoned consultant, and policymaker. He is also a Professor at Wits Business School and the founder and chancellor of Nile Valley Multiversity.



Mr. Anthony Essel-Anderson, Lecturer and Department Academic Advisor, BA Department

Mr. Anthony Essel-Anderson (a.k.a Papa T) is a Chartered Accountant and a Lecturer at Ashesi University. He has been lecturing in Accounting and Finance for over 12 years and served as the Chair of the Academic Programmes Committee of Ashesi. In the Business Administration department, he is the concentration area lead for Finance and Accounting, the Academic advisor and a member of the quality assurance unit.



Dr. Sena Agbodjah, Senior Lecturer and Head, BA Department, Chair of Council.

Dr. Sena Agbodjah is a senior lecturer at Ashesi University and is currently the Business Administration department head. She teaches in the areas of Entrepreneurship, Project Management and Real Estate Development. Her interests is in indigenous knowledge and how this can propel modernization. Her research covers African-centered early childhood education, and entrepreneurship ecosystems, among others.

Faculty & Research Activities

Below are a few of the research projects team members have engaged in this past year:

- Ms. Thompson was a keynote speaker at the 2022 ANDE West Africa conference on the theme Beyond Empowerment: What Institutions, Incubators, and Accelerators need to develop to become more internally gender balanced. Ms. Thompson also led her team to win a \$100,000 grant to build a learning platform for women in entrepreneurship. Specifically, the funding received will help provide capacity building, technical advice, and venture support for female entrepreneurs.
- Dr Sena Agbodjah was a key panelist at the 2022 CEIL Summit in Kenya where she discussed on the topic; Partnering and lessons on entrepreneurial and innovative institutions. She was also a panelist for the breakout room discussion on strengthening student/faculty entrepreneurial programs/potential through the institutionalization of dynamic and creative approaches that are multidisciplinary approaches.
- Prof. Adomdza has been leading several development and research projects. Prof. Adomdza led a delegation to explore the research outputs and research commercialization system of the University of Mines and Technology. He has been building the commercialization framework for scientific research for many state agencies. Away from this, Prof. Adomdza has also been leading the efforts for Ashesi's MBA Program for middle-level managers.
- Dr. Laryea successfully defended her Thesis in May. She now joins the six full-time faculty who have Ph.Ds.
- Dr Armah added to his publications a book chapter in the book titled "Addressing Quality Issues in African Higher Education: A Focus on Ghana. .

Who is Maame Fosua Akonnor?



Maame Fosua Akonnor (AU '22) is an investment banking analyst at J.P. Morgan Chase & Co in London and is the Owner of Hallel. inc, a journal Manufacturing business. Right from her junior year in Ashesi, Maame was involved in a variety of student-owned businesses, some of which she pioneered. Hallel.inc is a Ghanaian owned business focused on providing beautiful and top-notch journals for Ghanaians. All Hallel journals are manufactured from scratch right here in Ghana. She runs Hallel with other Ashesi students on her team.

Since 2020, Hallel.inc has sold over 800+ journals and has partnered with reputable brands such as Marshmallow gifts, Sorted Chale & To My Sisterhood. .

How did the BA department contribute in starting your business?

Maame Fosua recognizes Ashesi as the place where she found herself as an entrepreneur. She believes that the different guest lectures held by the BA department, and the subjects she was thought such as FDE and Integrated marketing exposed her to design thinking and how to sell ideas effectively to establish a brand.

She believes that the Ashesi business environment served as the stepping stone for the success she has achieved today.





"NO PERSON IS BORN GREAT, GREAT PEOPLE BECOME GREAT WHEN OTHERS ARE SLEEPING"
- AFRICAN PROVERB