

1. WHAT IS A MICRO-COURSE?

MICRO-COURSES ARE 4 TO 6 WEEK ONLINE CLASSES WHICH FOCUS ON BUILDING PRACTICAL MANAGEMENT SKILLS AND KNOWLEDGE. OUR FIRST MICRO-COURSE, [AFRICA PLATFORM MANAGEMENT, STRATEGY & INNOVATION](#), IS A 5-WEEK COURSE DESIGNED TO PROVIDE MANAGEMENT EXPERTISE ABOUT EMERGING PLATFORM BUSINESS MODELS OPENING UP NEW OPPORTUNITIES ACROSS AFRICA AND THE GLOBAL ECONOMY.

2. WHO SHOULD APPLY?

STUDENTS, FACULTY, AND PROFESSIONALS THAT HAVE AN INTEREST IN BUSINESS AND WHO WANT TO LEARN ABOUT THE NEW WAYS OF DOING BUSINESS THAT ARE TRANSFORMING CORPORATE STRATEGY AND ENTIRE INDUSTRIES.

3. DO I NEED AN MBA?

NO. MBA STUDENTS AND GRADUATES ARE STRONGLY ENCOURAGED TO APPLY, BUT IT IS NOT A REQUIREMENT.

4. WHAT IS THE TIME COMMITMENT?

4 HOURS PER WEEK FOR A 5-WEEK PERIOD.

5. HOW MUCH DOES IT COST TO PARTICIPATE ON A MICRO-COURSE?

THE COURSE IS FREE. THERE ARE NO COSTS TO PARTICIPATE.

6. HOW MANY PEOPLE WILL BE ACCEPTED INTO THE MICRO-COURSE?

UP TO 50 PARTICIPANTS WILL BE SELECTED FOR THE COURSE, WHICH WILL RUN FROM MAY 9 TO JUNE 10. INDIVIDUALS WILL BE SELECTED BASED ON THE QUALITY OF THEIR APPLICATION. APPLICATIONS WILL BE ACCEPTED THROUGH SUNDAY, APRIL 10 AT 9 PM (ET). YOU CAN APPLY: [HTTP://BIT.LY/PLATFORMMICROCOURSE](http://bit.ly/platformmicrocourse)

7. WHERE DOES THE MICRO-COURSE MEET?

THE MICRO-COURSE IS A FULLY DIGITAL EXPERIENCE. ALL PARTICIPANTS MUST HAVE ACCESS TO A COMPUTER OR SMART DEVICE WITH INTERNET CAPABILITIES.

8. WHAT ARE THE LANGUAGE REQUIREMENTS?

PARTICIPANTS MUST BE PROFICIENT (WRITING AND SPEAKING) IN ENGLISH.

9. WHAT ARE THE BENEFITS TO PARTICIPATING IN A MICRO-COURSE?

- >EARN FROM THE LEADING ACADEMIC EXPERTS
- >COLLABORATE WITH A DIVERSE GROUP OF CLASSMATES
- >JOIN A COMMUNITY OF PROFESSIONALS COMMITTED TO ADVANCING PLATFORM MANAGEMENT AND INNOVATION FOR AFRICA
- >RECEIVE A CERTIFICATE UPON COURSE COMPLETION
- >EARN THE OPPORTUNITY FOR AN ALL EXPENSES PAID TRIP TO NEW YORK TO ATTEND A CGE-SPONSORED EVENT

