MacoopA Academy – Business Empowerment Program (BEP)

Program Modules

Module 1: Diaspora Leadership Identity & Vision

Duration: 8 hours

Explore the unique leadership identity of African diaspora leaders, forge a compelling personal and collective vision, and position diaspora experience as a strategic leadership asset.

Learning Objectives:

- Define diaspora leadership identity
- Develop a personal leadership vision
- Leverage cross-cultural experience strategically
- Build narrative and influence as a diaspora leader

Module 2: Diaspora Investment & Cross-Border Finance

Duration: 8 hours

Master the financial instruments, investment vehicles, and cross-border strategies that enable diaspora leaders to channel resources back to Africa for sustainable development.

Learning Objectives:

- Understand diaspora investment ecosystems
- Analyse remittance channels and impact bonds
- Design cross-border investment structures
- Mitigate currency and political risk

Module 3: Ethical Governance & African Development Priorities

Duration: 8 hours

Examine ethical governance frameworks aligned with African development priorities, understand continental agendas such as Agenda 2063, and lead with integrity in complex multi-stakeholder environments.

Learning Objectives:

- Understand African development frameworks
- Apply ethical governance principles
- Navigate multi-stakeholder accountability
- Align diaspora action with Agenda 2063

Module 4: Digital Innovation & Entrepreneurship

Duration: 8 hours

Leverage digital technologies and entrepreneurial mindsets to build scalable ventures, foster African tech ecosystems, and drive innovation that bridges diaspora knowledge with African market opportunities.

Learning Objectives:

- Identify digital opportunities in African markets
- Design scalable digital ventures
- Foster innovation culture and ecosystems
- Build diaspora-Africa tech bridges

Module 5: Leadership, Networks & Global-African Partnerships

Duration: 8 hours

Build and activate strategic networks across diaspora and African leadership communities, design effective global-African partnerships, and lead high-performing teams across cultures and geographies.

Learning Objectives:

- Build and leverage diaspora networks
- Design effective global-African partnerships
- Lead multicultural and geographically dispersed teams
- Navigate intercultural leadership dynamics

Module 6: Impact Measurement & Diaspora Accountability

Duration: 8 hours

Design and apply robust impact measurement frameworks tailored to diaspora-led development initiatives, communicate results to diverse stakeholders, and embed accountability into diaspora leadership practice.

Learning Objectives:

- Design diaspora impact measurement frameworks
- Apply social return on investment tools
- Communicate impact to multi-stakeholder audiences
- Embed accountability in diaspora leadership
