



# Women for Business

An Unprecedented Educational and Multicultural Program,

January 28 - February 2, 2018

Organized by  
CSR Al Ahli Group

In partnership with  
ESC La Rochelle, France





## ABOUT CSR AL AHLI GROUP



Founded in 2008, the corporate social responsibility (CSR) division aims to develop professional youth by building their skills and widening their horizons and exposure. Through our CSR initiatives, we aim to help them develop full capacity in entrepreneurship skills, to compete and lead at national and international business levels.

Believing in the power of partnership and collaboration, the CSR division joins hands with different organizations including government and non-government to create the business leaders of tomorrow.

### CSR Al Ahli Group Mission

Our mission is to build a well-developed and professional young Arab generation, who can compete and lead in the national and international business markets.

This mission is carried out through developing the Emirati and Arab youth by building their entrepreneurship skills through initiatives that will broaden their horizons and exposure, as well as programs that will support and heavily encourage their development of interpersonal and business skills.

## ABOUT LA ROCHELLE BUSINESS SCHOOL



Groupe Sup de Co La Rochelle is now part of the famous Financial Times international ranking in 2014 after reaching the American accreditation AACSB. Today, this ranking includes 90 international prestigious schools, which 25 are French.

In 2016, the School took position in the Top 20 (18th rank) of classified French schools and appears in the 2/3 of the best schools in the world. The program is also ranked in the global Top 10 for its international scale and 24th in the Career Rank category, namely career evolution of graduates.

### A strong International presence

- ✓ 172 university partners in 48 countries
- ✓ 2 associated international campuses in China and the US
- ✓ 21 double degrees
- ✓ 8 international Offices (Senegal, Morocco, Turkey, Mexico, Russia, US, Argentina and China)
- ✓ The diverse Faculty community of 200 researchers, academics and practitioners is recognized internationally for its research expertise in Sustainability and Tourism Management
- ✓ The School welcomes international visiting faculty and speakers to enrich the learning and teaching experience on campus
- ✓ 50 key international corporate partners
- ✓ 4,000 internships worldwide a year
- ✓ 22% of international students & 79 nationalities.
- ✓ 13, 900 graduates now working worldwide



## ABOUT 'WOMEN FOR BUSINESS'

**Women For Business** is an unprecedented educational and multicultural program aiming to promote the economic and social empowerment of women through the formation of multidisciplinary teams to develop social initiatives.

The program will provide trainings to build individual leadership skills, identify social business opportunities, understand the concept of CSR, achievement of equality and human rights and develop their entrepreneurship skills.

Throughout different training modules and inspirational speaking the participants will be exposed to cover interpersonal skills, planning marketing and finance strategies, creativity & innovation, public speaking, social entrepreneurship and business development. All of which with the opportunity to learn from the best French practices in La Rochelle Business School. As per the following table, this program will occur on 6 days, from January 28 till February 2, 2018, followed by 2 months piloting for the projects.

The program will cost 3,000 euros per participant.

### Program objectives:

- ✓ Ensure that all women acquires the knowledge and skills needed to promote sustainable development.
- ✓ Provide a rich environment for cultural exchange and constructive relationships to help bridge the gap between women from different regions and cultures.
- ✓ Provide women with a unique educational and personal experience and create a world-wide women network.
- ✓ Develop critical entrepreneurial skills through participation in projects formulated during the workshops and Case Studies.
- ✓ Foster women creativity and Identify potential business opportunities for them.
- ✓ Raise the awareness of potential entrepreneurs about the importance of Innovation and promote entrepreneurship as a rewarding and honorable career option for women.
- ✓ Enhance knowledge, awareness, and understanding of CSR practices among women from different countries.
- ✓ Develop teamwork skills from project works, Understand important aspects of diversity and equality in business practices.



After completing the program, the women are able to:

- Develop a successful business that supports women with the marketing plan and put it into action.
- Understand the concept of business model
- Finance the venture by acquiring start-up capital.
- Develop the strategy and the organizational structure of their business.
- Learn how to work in team groups and how to conduct a market research.
- Manage general business operations and accounting activities.
- Recruit, hire, train, manage, and motivate employees.
- Understand the proceeding for international trade.
- Understand key aspects in dealing with other cultures

*"Women are solution to poverty. They have the potential to bring about economic and social change that transforms lives- One Woman, one family, one community at a time"*



AGENDA: From January 28, till February 2, 2018

	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	
7:30-8:30	Flights arrivals**	Breakfast	Ice Breaking Activity	Ice Breaking Activity	Sport session/ Ice Breakers	Breakfast	
9:00-11:00		“WELCOME Speech ”By the partners representatives”	Creativity & Innovation “Ways to BE more Creative”	Marketing Strategy “Designing your Marketing Plan”	Financial Plan “How to build your budget and your Financial Strategy”	Presentation Skills “Pitching Techniques”	
		Women Inspirational Speech	How to put your Ideas into Action (Canvas Training)			Group Working (Participants and Mentors)	
11:00-11:15		Break	Break	Break	Break		
11:00-13:00		Understanding Social Entrepreneurship (Panel Discussion)	Project Modeling “Draft your Business Plan”	Social Media Plan “The power of Social Network”	Fundraising & Crowdfunding “Strategies to raise funds”		
13:00-14:00	Bus transfer to hotel/s for the accomodation	Lunch	Lunch	Lunch	Lunch	Teams Presentations	
14:00-16:30		Women Social Challenges Identification	Team Building “Outing Training workshop with focus on Time Management ”	Case Study- Social Business Women (success story)	Intellectual Property Framework- "How to register an IP"		Judges Feedback
				Women and Leadership			
16:30-16:45		Break		Break	Break		
16:45-19:00	Welcome at hotel	Successful French NGO’s Case Study "UN Women"		Team Building “Outing Training workshop with focus on Time Management ”	“The role of Media in Women Empowerment”	Social Impact Measurement “Improving your Strategy”	Awards & Closing Ceremony
	Free Time- Visiting the City	The role of Women in the Society	Group Working		Case Study- Business Women ( Success Story)		
		19:00-20:00	Welcome Dinner		Dinner	FREE TIME & NETWORKING DINNER	free time
20:00-...	Dinner	Dinner					



#### PARTICIPANT'S SELECTION CRITERIA:

- Age (20 - 30) years old
- Fluent in English
- Eager to learn
- Passionate about social entrepreneurship
- Determined in achieving social change and community empowerment
- Committed to attend the whole training workshop and implement the pilot project

#### OUR PARTNERS

Partnerships and MOUs have been created with different Government and Private Sector entities, Institutes, Universities, Programs and Embassies to join hand with us to take our programs to higher global level. Such as:

- The Ministry of Presidential Affairs, UAE
- The National Center for Documentation & Research, UAE
- Abu Dhabi Council for Economic Development, UAE
- The British Council, UK
- CCB International, China
- Sharjah Tatweer Forum, UAE
- Majid Al Futtaim Charity Foundation, UAE
- Mohammed Bin Rashid Establishment (SME), UAE
- Business Development Centre, Jordan
- Higher Colleges of Technology, UAE
- Connections Middle East, UAE
- Queen Rania Center for Entrepreneurship, Jordan
- Gauteng City Region Academy, South Africa
- Gauteng Enterprise Propeller, South Africa
- Embassy of Argentina, UAE
- Embassy of South Africa, UAE
- The British Business Group, UAE
- Khalidiya Palace Rayhaan by Rotana Abu Dhabi, UAE
- Dubai Silicon Oasis Authority, UAE
- University of the West of England, Bristol, UK



## CONTACT US

We look forward to hearing from your good selves. Meanwhile, if you have any questions or require further information, please do not hesitate to contact us at any time.

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