

IBM Africa Skills Initiative



A World-wide Program Made-in Middle East & Africa
Career Enablement

A top-notch education digital platform the immerses the student in a blended learning approach. We offer training, certification and market placement focused on careers that are in high demand in the IT industry, covering cutting-edge technologies such as *Mobile, Cybersecurity, Analytics, Big Data, Cloud, Cognitive and Commerce.*



MEA University Program

IBM's elite technical education and examination program for university students and teachers in Africa to expand the technical talent base



Africa Technical Academy

IBM's elite technical enablement program for clients and business partners in Africa, to support the market transition into new technologies



LEADing to Africa Program

IBM's elite diaspora program to empower the future leaders of Africa with a short-term real, world experience in mature IBM markets



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Technology Trends

Information Industry transformation differentiators

IBM Africa Skills

01

INTRO

CHALLENGES &
SOLUTIONS



Big Data is the planet's new natural resource. Hundreds of billions of connected sensors and devices have created a massive, invisible flow of digital “1s” and “0s”—a global gusher of information.



Advanced analytics enable us to mine it. Enterprises and institutions are analyzing this flow of streaming, unstructured data and acting upon those insights in real time.



Cloud computing is coming of age. The model of computing known as “the cloud” delivers on-demand computing over the Internet. It brings new scale and efficiency to service delivery and enables more agile ways of doing business.



Social and mobile create a new platform for work. With devices in hand, individuals now expect to interact with the world around them—as consumers, as students, as citizens. For many, mobile devices have supplanted the PC, consumer electronics and even the wallet.

Challenges

Career Education

IBM Africa Skills

01

INTRO
CHALLENGES &
SOLUTIONS



KEEP RELEVANT

Content currency
challenged by technology
advances



NEW LEARNING WAYS

New era of education driven
by technology



MARKET PLACEMENT

Increasingly complex job &
career options



KEEP RELEVANT

CHALLENGE

By the time the university course is updated by the teacher, its content currency is challenged by *new advances in technology*.

SOLUTION

Fully-fledged academic-ready courseware material:

- Advanced industry topics
- Cutting-edge IBM technologies
- Open standards
- Open source – i.e., Eclipse, Apache, Hadoop, Docker ...
- 50 hours of lab-ready material
- Updated every academic year



NEW LEARNING WAYS

CHALLENGE

New widely accepted teaching mechanisms push the boundaries of learning to a *new era of education driven by technology*.

SOLUTION

Unique student-centric personalized experience:

- Self-paced e-learning platform
- Cloud-based hands-on labs
- Mobile-ready, learn anytime, anywhere
- Student progress analytics
- Social engagement platform



INDUSTRY ALIGNMENT

CHALLENGE

Teaching generally focuses in academic concepts diminishing their alignment with current *industry and market trends*.

SOLUTION

Complements teacher's concept-based pedagogical expertise with real-life industry experience:

- Face-to-face training sessions
- IBM subject matter experts
- World-class official courses
- Industry-proven certifications
- Alignment with professional careers in high-demand



MARKET PLACEMENT

CHALLENGE

Increased gap between the graduate student skillset and those of the *professional market needs*.

SOLUTION

Support the transition from graduated students to career professionals:

- Resume & LinkedIn profiles
- Internships and hiring opportunities
- Preference for IBM Recruitment
- Exposure to IBM ecosystem of industry partners and customers

IBM Blended Learning Model

A unique world-class enablement experience

IBM Africa Skills

01

INTRO
CHALLENGES &
SOLUTIONS

02

OVERVIEW
CAREER
ENABLEMENT

INFORMATION

Knowledge consumption

- Web lectures
- Multimedia
- Education material



FACE TO FACE

Teacher coaching

- Pedagogical aspects
- Defining the learning journey
- Coaching, mentoring, assisting



INTERACTION

Interactive learning

- Hands-on training (SaaS)
- Quizzes/Assessments
- Certifications



COLLABORATIVE

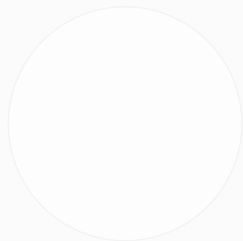
Social Engagement

- Team project work
- Leadership
- Collaborative events
- Social Media Collaboration



IBM Career Enablement Approach

An End-to-End Career Enablement Program



Career Paths



- Market Research
- Industry Alignment
- Open Standards
- Open Source
- Enterprise Training



Awards



- Certifications
- Open Badges
- Pearson VUE
- Practice Tests
- Profiling & Analytics



IBM Career Paths

We offer 15 Career Paths and 135 Open Badges to choose from

IBM Africa Skills

01

INTRO
CHALLENGES &
SOLUTIONS

02

OVERVIEW
CAREER
ENABLEMENT

03

CAREERS
15 CAREER PATHS
AND 135 BADGES

