



Lotus Impact



BSR



KELLEY SCHOOL OF BUSINESS  
INDIANA UNIVERSITY  
Institute for International Business

## FACT SHEET

# Advancement and Development through Entrepreneurship Programs and Training (ADEPT)

## THE CHALLENGE: EDUCATION IN INTEGRATION

Myanmar, under new leadership since March 2011, is now experiencing rapid opening and reform efforts as it integrates its economy and society with the world and overcomes decades of isolation. This opening creates new opportunities for entrepreneurs in the country, who are hungry for current business skills and the information and communication technologies needed to sustain them in a new, more competitive economy. Similarly, the higher education system in Myanmar is working hard to modernize quickly to prepare students for the new environment.

## ENHANCING BUSINESS SKILLS OPPORTUNITIES

To address these educational needs the United States Agency for International Development (USAID) has formed the Advancement and Development through Entrepreneurship Programs and Training (ADEPT) Global Development Alliance. ADEPT is a public-private collaboration with Indiana University’s Kelley School of Business and major alliance partners Hewlett Packard (HP), the VinaCapital Foundation’s Lotus Impact Fund, and Business for Social Responsibility (BSR). This program is designed to bring a lasting legacy of entrepreneurship skills, opportunities and capacity building to the business and higher-education community of Myanmar.

The three-year program pairs \$1.3 million in partner contributions with a \$1 million USAID grant to support shared efforts in creating a strong economic foundation by enabling robust private sector investment, helping to create economic opportunities, and improving livelihoods.

ADEPT will deepen and broaden the teaching and outreach capacities of the Yangon Institute of Economics. It will also improve the success of Micro, Small and Medium Enterprises (MSMEs) through information and communication technology (ICT)-led programs—chiefly HP LIFE (Learning Initiative for Entrepreneurs) e-Learning, HP’s flagship online business and information technology (IT) skills training program. Partnership implementation will follow two tracks, to meet the needs of entrepreneurs and students training to be business leaders.

## HP LIFE E-LEARNING

An innovative, cloud-based online training program that helps students, entrepreneurs and small business owners learn IT and business skills in their own time, at their own pace or as part of a classroom setting. <http://www.life-global.org/go/adept>

### Social challenge

Better prepare students and entrepreneurs to succeed in 21st century

### Objective

Give entrepreneurs around the world access to top-quality IT and business skills training and a global peer network community

### Approach

Designed for self-paced learning anywhere anytime and as an Open Educational Resource for hybrid / facilitated learning - for anyone, free of charge.

## INCREASING HIGHER EDUCATION EFFECTIVENESS

Kelley School of Business will empower and advance the Yangon Institute of Economics by strengthening its current degree offerings and administrative systems. Development of its faculty will advance research and higher education institution outreach capabilities, and improve its capacity to engage and empower students and business groups. The Yangon Institute of Economics will grow its engagement capabilities by working with ADEPT to build on its Entrepreneurship Center of Excellence as a focal point for ICT-enabled programs, curriculum/courses, and community engagement that will foster entrepreneurship culture and effectiveness within and among the university, higher education institutions, and Myanmar overall.

## STRENGTHENING ENTREPRENEURS

In conjunction with HEIs, business support and development stakeholders, ADEPT will expand access to relevant and effective training through HP LIFE e-Learning. This effective, interactive, online training program, will strengthen participants' ability to respond to economic opportunity through increased IT and business skills. The HP LIFE e-Learning curriculum provides a range of courses in core business categories such as communications, finance, marketing, operations, and other special topics such as social entrepreneurship and energy efficiency. Each course builds the key business, IT and 21<sup>st</sup> century skills that are critical to business success.

With HP's assistance the partnership will bring:

- Up to 12 physical HP LIFE centers hosted by local partners, equipped with computers, learning solutions and internet to enable access to HP LIFE e-Learning by necessity-based entrepreneurs. Pilot sites will open in early 2014 with the Yangon Institute of Economics and the Myanmar Business Executives Association.
- Educator resources that equip and inspire institutions and trainers to integrate this highly adaptable, Open Educational Resource to support innovative teaching and learning practices in their classrooms and training centers.
- Development of two new HP LIFE e-Learning courses relevant to the current challenges of Myanmar and its business environment.
- Translation of HP LIFE e-Learning platform and content into the Myanmar language, extending the e-learning platform to rural and less-served populations.

With VinaCapital Foundation's Lotus Impact fund, ADEPT will enable credit access and map the small and medium enterprise (SME) landscape to help align incoming investment with the SME community that can most benefit. BSR will similarly support SMEs by launching an educational working group series on environmental, labor, human rights and other issues critical to multinational investors and not yet fully addressed in Burma/Myanmar. These efforts are designed to create a sustainable framework for aligning investment and the business environment in Burma for the benefit of SMEs. Addressing shortfalls in entrepreneurship skills and enabling opportunities for SMEs will help them meet the challenge of growth and the development of partnerships with international firms.