



ENTREPRENEURS UNIVERSITY

THE GAMBIA

ACADEMIC BRIEF

Preparing today's students for tomorrow's jobs.

Core direction

A future-focused university model built around entrepreneurship, technology, practical learning, innovation and human-capital development.

Motto

Integrity, innovation, excellence, now and into the future

University colours

Blue & Gold

1. Introduction

Why an entrepreneurship-focused university?

The academic brief responds to a changing world in which education, technology, enterprise and human-resource development are increasingly interconnected. It proposes a specialized university in The Gambia with entrepreneurship embedded across programmes rather than treated only as a standalone subject.

The proposed institution is designed to connect theory with practice, encourage innovation and equip learners to discover, develop and apply their talents to real community, national and international challenges.

The brief also emphasizes the opportunity for The Gambia to strengthen its human-capital base, support private-sector development and use technology as a driver of sustainable economic and social progress.

THE CENTRAL IDEA

Education should not only prepare graduates to seek opportunities; it should prepare them to recognize, create and grow opportunities.

The Gambia as a setting

A platform for education, enterprise and regional impact

The brief describes The Gambia as a small West African nation with significant potential, a young population and an environment in which education can serve as a major engine of development. Its location, cultural diversity and links with the wider West African region create opportunities for an institution with an international outlook.

The proposed university is therefore envisioned not simply as another provider of higher education, but as a platform for practical skills, research, enterprise creation and solutions to social and economic challenges.

2. Vision & Mission

The future-focused identity of the University

VISION

To create the education of the future by developing a university that incorporates technology in a manner that gives an entrepreneurial advantage to every programme and prepares graduates for the future digital age in their professions.

MISSION

To provide entrepreneurial education through an enabling environment, inquiry-based learning, research, real-life application and opportunities for staff and students to develop skills, fund projects and build sustainable businesses.

A practical learning model

- Entrepreneurship integrated into programmes and professional development.
- Technology used as an enabler for learning, creativity and future employability.
- Inquiry-based learning and research connected to real-world needs.
- Practical application that links students and staff with communities and industry.
- Platforms that help turn ideas and projects into sustainable ventures.

Preparing today's students for tomorrow's jobs.

3. Philosophy, Motto & Values

The principles guiding the proposed institution

The functional philosophy of the University is to apply qualitative learning principles to develop the human capital required for all-round development. The brief emphasizes scholarship, personal dignity, integrity, selflessness and the continuous development of capabilities needed for professional and social life.

INTEGRITY	Responsible character and honesty in learning, leadership and professional practice.
INNOVATION	A culture that encourages ideas, creativity, experimentation and useful solutions.
EXCELLENCE	A commitment to high standards in scholarship, service, enterprise and leadership.
FUTURE READINESS	Technology, adaptability and practical competence for a changing world.

Motto

Integrity, innovation, excellence, now and into the future

INTEGRITY • INNOVATION • EXCELLENCE

Blue — Excellence and purity in word and deed.

Gold — Highest ideals in wisdom, understanding and enlightenment.

4. Strategic Goals

What the project seeks to achieve

- 1 Establish a full-fledged university in The Gambia supported by a group of investors.
- 2 Integrate programmes and courses that help Gambians and other learners participate effectively in the digital world.
- 3 Promote and foster entrepreneurship and professionalism at all levels of manpower development.
- 4 Provide opportunities for diverse professional training for a high-performance life.
- 5 Establish a postgraduate centre focused on economically important professional areas and research that can contribute to development in The Gambia, West Africa and Africa.

The overall direction is to build an institution where education, enterprise and technology reinforce one another.

5. Postgraduate & Research Direction

Building advanced skills and knowledge

The brief identifies postgraduate education as a major area for development. A dedicated postgraduate centre is proposed to respond to professional needs in areas of economic importance and to serve as a hub for research.

The intended approach is to expand access to postgraduate studies while applying international best practices to human-capacity development. Research is positioned as a practical tool for addressing challenges and generating solutions that can benefit society.

Expected development contribution

- Expand access to higher and postgraduate education.
- Develop specialized manpower for emerging sectors.
- Encourage research that responds to local and regional needs.
- Support enterprise development and a stronger small and medium enterprise sector.
- Create opportunities for national, regional and international collaboration.
- Connect education with practical solutions for community and national development.

EDUCATION	ENTERPRISE	RESEARCH
Future-ready graduates and professionals.	Ideas translated into ventures and opportunities.	Knowledge applied to real development challenges.

6. The University of the Future

A distinctive model for The Gambia and West Africa

The brief proposes a university that challenges the status quo by making creativity, entrepreneurship and technology central to the student experience. The institution is intended to help learners move from ideas to tangible outcomes that can create value in their communities and beyond.

Entrepreneurial advantage

Every programme is expected to develop the mindset and capabilities needed to recognize and create opportunities.

Digital integration

Technology is treated as a core enabler of education, professional practice and future employability.

Practical application

Learning is connected to real-life problems, projects, communities and industry.

Global outlook

The model is designed to attract and engage learners and partners from The Gambia, West Africa and beyond.

Economic contribution

The university aims to strengthen human capital, enterprise creation, research and private-sector participation.

The concept is therefore broader than conventional classroom education: it is a platform for learning, innovation, research, enterprise and sustainable development.



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THE GAMBIA

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Our direction

To develop people who can think, create, lead and build solutions — with integrity, innovation and excellence at the heart of the journey.

Integrity • Innovation • Excellence