

Press Release

August 2026



Three Ghanaian Universities Complete UNIHUBS MOOC Pilot to Strengthen Innovation, Entrepreneurship and Digital Skills

August 2026

Press Release #5



For more information about the project, visit www.unihubs.eu

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Project reference: 101128313

Ghanaian Universities Complete UNIHUBS MOOC Pilot

The pilot implementation was carried out independently by the three Ghanaian consortium institutions: Kumasi Technical University (KsTU), Kwame Nkrumah University of Science and Technology (KNUST), and the University of Mines and Technology (UMaT). Each institution selected students from its university to participate in the programme, which commenced in late June 2026 and was completed in July 2026.

Blended Learning Brings Course Content into Practice

The pilot adopted a blended learning approach, combining self-paced online learning with face-to-face classroom sessions, interactive discussions, practical workshops, case studies, group assignments, presentations and continuous facilitator engagement. This approach enabled students to build theoretical knowledge while developing practical competencies that can be applied in entrepreneurial ventures, innovation ecosystems and professional environments.

About the UNIHUBS Project

UNIHUBS is an Erasmus+ Capacity Building in Higher Education project funded by the European Union. It brings together universities and innovation ecosystem actors from Africa and Europe to strengthen institutional capacity, enhance digital innovation skills and improve graduate employability. The Ghana pilot forms part of the project's wider effort to connect higher education with practical innovation, entrepreneurship and the needs of the digital innovation labour market.



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Pilot Supports Quality Assurance and Course Refinement

The piloting formed an essential component of the quality assurance process for the UNIHUBS educational resources. It provided an opportunity to assess the relevance, accessibility, usability and effectiveness of the course materials, while collecting feedback from students and facilitators to support further improvement before wider deployment across consortium institutions.

Throughout the pilot, students participated in an intensive learning programme built around four thematic modules designed to address contemporary entrepreneurship and innovation challenges.

Business Development and Execution

Students explored entrepreneurship and business development within the African context. Discussions covered opportunity recognition, customer value creation, market assessment, business models, strategic planning, financial sustainability and business growth strategies. Participants developed business concepts, prepared financial projections and presented investment pitches, receiving constructive feedback from facilitators.

Technology Transfer in Higher Education Institutions

The technology transfer module introduced participants to the role of universities as engines of innovation and economic development. Students examined innovation ecosystems, university innovation hubs, intellectual property management, commercialisation pathways, research translation, prototype development, market validation and business scaling strategies. Practical exercises helped participants identify opportunities for transforming research outputs into commercially viable products and services.

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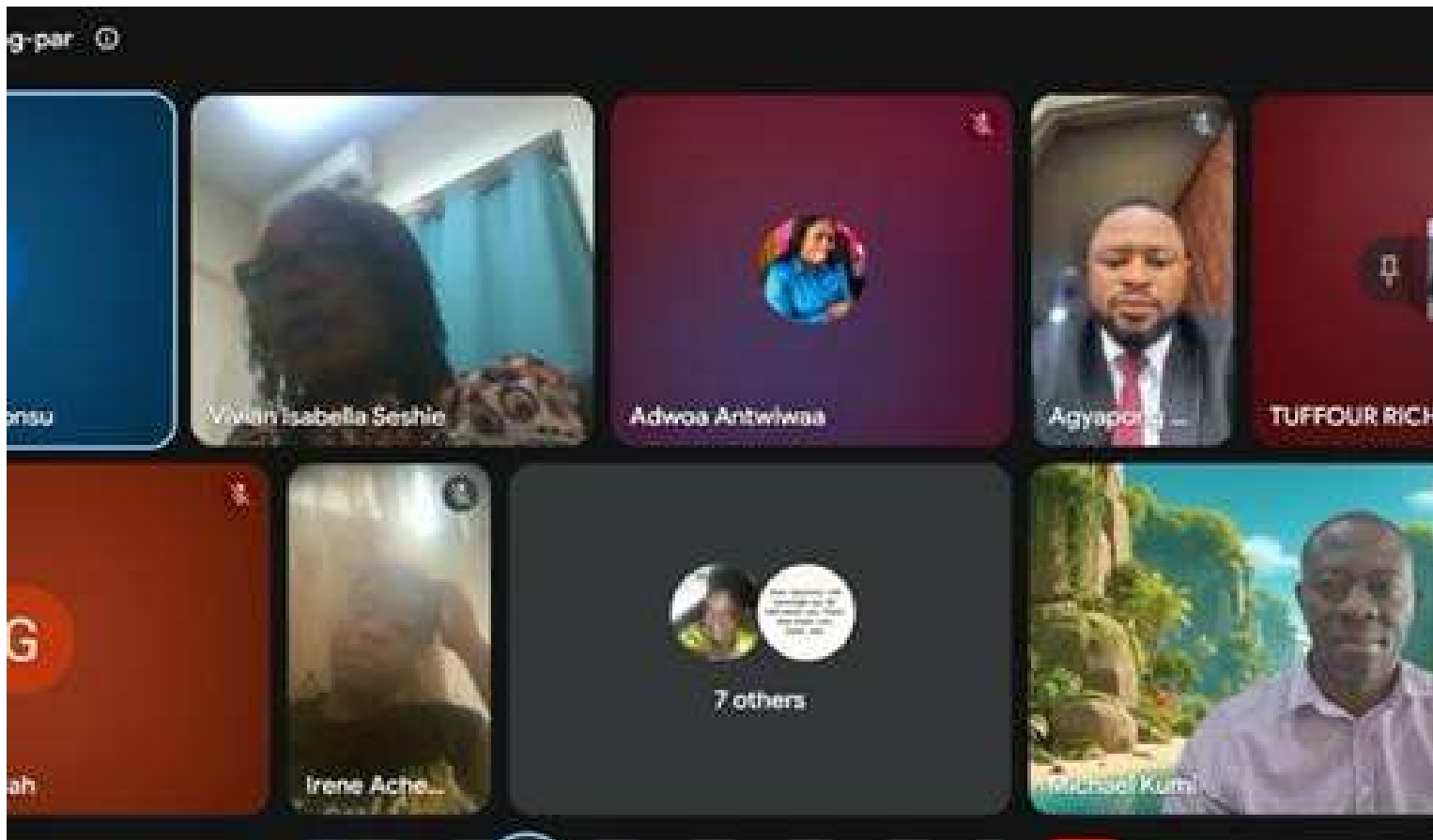
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Digital Marketing

Recognising the increasing importance of digital technologies in modern business, students explored digital marketing strategies, customer segmentation, digital branding, content development, social media marketing, digital campaign planning, performance analytics and ethical digital communication. Practical activities included customer persona development, content planning, campaign design and the evaluation of digital marketing effectiveness using analytical tools.

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Professional Communication

The professional communication module strengthened participants' communication, leadership and interpersonal competencies. Students developed skills in oral presentations, teamwork, stakeholder engagement, negotiation, professional writing, conflict management, critical thinking, adaptability, ethics, leadership and self-management. Interactive classroom activities encouraged collaboration while building confidence in communicating ideas within professional and entrepreneurial settings.

Practical Learning Across the Modules

Across the four modules, the programme combined structured learning with practical activities that encouraged students to apply concepts to real situations. Case discussions, group work, presentations and facilitator feedback helped participants connect course content with entrepreneurial decision-making, innovation practice and professional problem-solving.

Positive Student Response

Across the three participating universities, students responded positively to the opportunity to take part in the UNIHUBS MOOC piloting. Participants highlighted the practical orientation of the programme, the quality of the learning materials and the interactive approach used during the blended learning sessions.

Participants reported that the programme strengthened their understanding of entrepreneurship, innovation management, digital technologies and professional communication, while broadening their appreciation of how universities can support enterprise creation and technology commercialisation. They also valued the opportunity to collaborate with colleagues from different academic disciplines and to work on problems that reflected real-world challenges.

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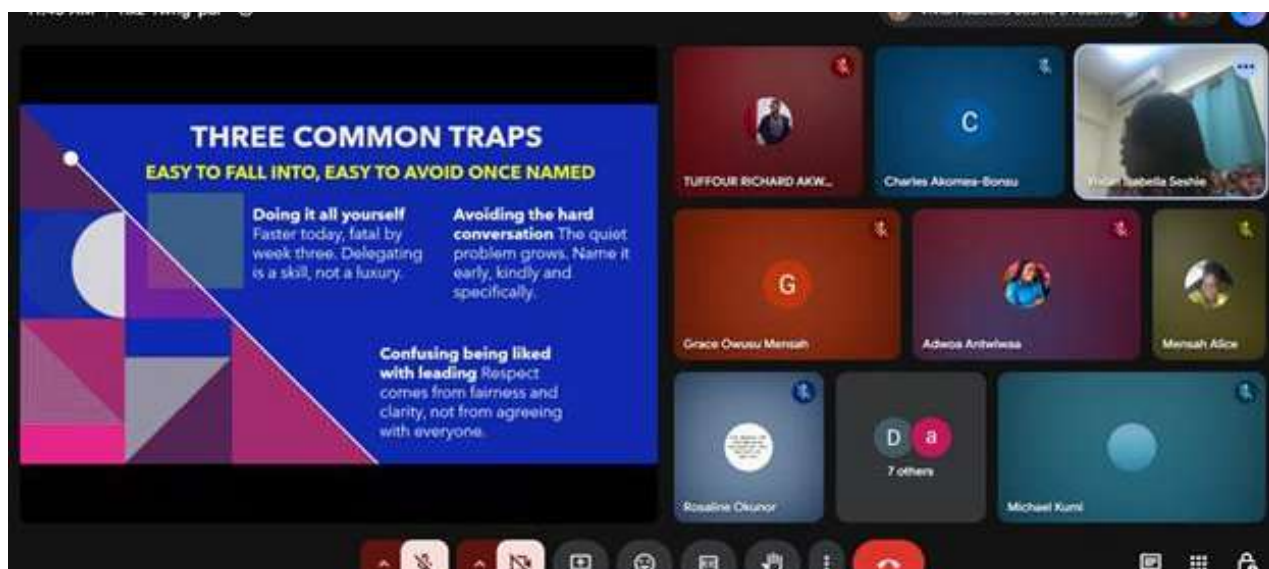
Feedback Will Inform Wider Roll-out

Feedback gathered during the piloting will contribute to refining the learning materials, improving instructional delivery and ensuring that the MOOCs effectively meet the needs of future learners across partner institutions. The Ghana pilot therefore served not only as a learning experience for participating students, but also as an important test of how the educational package performs in a real university setting.

Regional Collaboration Continues

Following the successful completion of the Ghanaian piloting activities, consortium partners in Kenya and Tanzania are scheduled to undertake their respective MOOC piloting programmes in September 2026. Lessons from Ghana will inform these subsequent implementations and provide further opportunities to validate the learning materials across different institutional and national contexts.

The collective experiences from Ghana, Kenya and Tanzania will contribute to the final refinement of the UNIHUBS MOOCs before their broader adoption throughout the consortium. This collaborative process reflects the project's commitment to continuous improvement, innovation in higher education, and the development of graduates equipped with the knowledge, digital competencies and entrepreneurial skills required to contribute to sustainable economic and social development.



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Looking Ahead

The successful completion of the Ghana piloting exercise represents another important achievement for the UNIHUBS consortium and demonstrates the shared commitment of participating institutions to strengthening higher education through innovation, entrepreneurship, digital learning and stronger university-industry partnerships. As the project progresses, UNIHUBS will continue to create opportunities for students, academics, innovators and industry partners to collaborate in building resilient innovation ecosystems capable of responding to local and global development challenges.

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