

SHORT LEARNING PROGRAMME

ADVANCED SHORT COURSE IN GLOBAL BUSINESS: INTER-AFRICA AND BRICS TRADE AND INVESTMENT

Explore global business opportunities with confidence. Learn to assess and invest in high-potential BRICS and African markets.



OVERVIEW

Explore the vast opportunities and challenges of global business with a focus on Inter-Africa and BRICS trade and investment. This course delves into emerging markets' economic dynamics, trade policies, and investment landscapes, providing a framework for understanding international business operations. Gain insights into market entry strategies, risk assessment, and strategic planning that will enable you to make informed decisions and capitalise on high-growth opportunities in BRICS and African markets. This programme is your gateway to mastering the complexities of global trade and driving your business's international expansion.

BENEFITS

- Understand the global business landscape and investment opportunities.
- Learn to navigate the complexities of international trade.
- Develop strategies for successful business ventures in BRICS and African countries.

WHO SHOULD ATTEND

- International business managers.
- Investors and entrepreneurs.
- Business professionals seeking to expand into BRICS and African markets.

PROGRAMME INFORMATION

 **DURATION**
3 months

PROGRAMME MODULES

- Leading Sustainable Organisations
- Ethical Decision Making
- Organisational Governance
- Organisational Sustainability

FOR MORE INFORMATION, CONTACT

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