

# ADVANCED SHORT COURSE IN GLOBAL BUSINESS INTRA-AFRICA AND BRICS TRADE AND INVESTMENT



## 2023 INTAKE

### ABOUT THE PROGRAMME

Despite the apparent opportunities for global business, South African business people are generally ignorant of or wary about the opportunities for investing in BRICS countries or in Africa. Participants in the Advanced Short Course in Global Business Intra-Africa And BRICS Trade and Investment will get an overall view of the increasingly complex challenges of global business. They will be equipped with the tools and knowledge to assess investment opportunities in specific BRICS and African countries or regions.

### WHO SHOULD ATTEND?

Managers and entrepreneurs with an interest in global trade and investment, with a specific focus on the BRICS formation and Africa.

### WHAT ARE THE BENEFITS?

This offering of the short course will be presented online, in collaboration with the International Institute of Business Networking (IIBN), one of the leading business schools in St Petersburg, Russia. Participants will be able to learn from the insights, perspectives and experience of both SBL and IIBN faculty and senior executives currently working in multinational companies. Managers or entrepreneurs completing this course should be able to assess the attractiveness of trade and/ or investment opportunities in specific BRICS and African countries or regions from the perspective of South African businesses in general, and their own organisations or ventures in particular. Participants in the programme will be able to develop their relationships with their counterparts in the relevant countries or regions.

### ON COMPLETION

On successful completion of the programme, students will receive the Advanced Short Course in Fundamentals for Strategic Oversight in Information Technology for Board Members Certificate from the Unisa Graduate School of Business Leadership (SBL), an internationally respected educational institution.

### PROGRAMME CONTENT

- Assessing global investment opportunities
- Global strategy and structure
- Choosing modes of entry
- Managing global operations
- Negotiation in The Russian Federation protocol and customs
- The Russian Federation political and institutional environment
- The Russian Federation history and culture, social environment
- The Russian Federation economy
- Technology in The Russian Federation
- The Russian Federation investment opportunities
- The Russian Federation legal environment
- Managing operations in The Russian Federation

### WHEN CAN YOU APPLY?

Applications are open until 28 February 2023. Please note the Application Fee for 2023 is R600 and is in addition to the tuition fees.

### FOR MORE INFORMATION

Visit our website for more information and additional programmes on offer: [www.unisa.ac.za/sbl](http://www.unisa.ac.za/sbl)

### CONTACT DETAILS

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