

# Engaging the New Africa

## Certificate overview

Africa is one of the fastest-growing regions in the world. This course will focus on the transformation of economic, business and management environments within Africa. It will provide global managers, leaders and entrepreneurs with a contextual overview (geographical, political and cultural) of the African business domain. Explore major free trade agreements, including the African Continental Free Trade Area and its implications for the African market.

You can take the whole course or take some select modules individually (see the registration options below). The whole course is 45 hours of content in 7 modules. You will receive 4.5 continuing education units (CEUs) and a badge upon completion of this course.



Online



On-Demand

**\$199**  
per module

**7**  
Modules

Full tuition cost (USD)  
**\$990**; other fees may apply

## Who should attend?

- Middle and upper level managers who have decision-making responsibilities and who contribute to navigating their organization through the complexity of Africa's geopolitical landscape.
- Individuals working in private and government sectors on issues like trade and relations with the countries in Africa.

## Learning outcomes

- Use analytical perspectives to assess the trends and developments in the African business environment.
- Assess the African business market to determine if a specific transnational or domestic business enterprise can succeed in a specific country or region.
- Research the pros and cons of investments in a specific African market.

## Curriculum

### Emerging African markets: a golden opportunity

Africa is transforming. This module aims to present the tremendous potential and transformation of African emerging markets in a continental market context and through the diversity of different African countries and their political regimes, economic policies, environmental conditions and politico-institutional approaches.

### Identifying and selecting new business opportunities in emerging African markets

The remarkable potential for new business opportunities in emerging African markets is widespread. This module aims to provide an overview of Africa's biggest business opportunities and teach business leaders how to identify and select profitable opportunities within these different African markets.

### Doing business in Africa: choosing the most effective entry, business development or investment strategy

When doing business in Africa, it is critical to understand the African context. This will help businesses choose the right strategy to deal with the diversity of business, political, and legal environments. This module aims to focus on the specificity of the trade and investment environment and the rule of law and business in Africa.

### Transforming opportunities into results: adapting your business knowledge and managing the risk

There is potential for various business opportunities in different African countries, markets and sectors. But how, as a business leader, are you able to transform these opportunities into results while also managing risk?

### Putting everything together: creating effective business development and investment strategies

Strategic planning and implementation are key components to creating effective business development and investment strategies. This module aims to understand how to choose the best strategic business scenario, how to develop and implement strategic plans, and how to develop and implement operational plans specifically for African markets.

### Special topics on African regional management and business environments

Africa is now home to both emerging and traditional powers' competition. This module aims to take a closer look at the competition between these emerging and traditional powers, as well as China's presence in Africa, as China has maintained close economic ties with Africa over the past 20 years.

### The Fourth Industrial Revolution and Africa: opportunities, risks, and strategies

The Fourth Industrial Revolution has arrived. Are you ready? This Revolution, unlike previous ones, is moving at unprecedented speeds and disrupting nearly every industry across the globe. It will put industries, businesses and countries to the test as it challenges them to either adapt and keep up, or fall further behind.

APPLY NOW

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