

DOING BUSINESS IN AFRICA



A unique programme,
bringing together the
best of two highly
ranked business
schools: One in the
UK and one in Africa.



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Do you want to grow your business in Africa?
Do you want to find out how?

Do you wonder why some companies succeed, while others don't?

THE CODE!

'Doing Business In Africa' is a unique programme that brings together the best of two highly ranked business schools.

If you are looking to understand how to do business in Africa, our comprehensive 4-day course will walk you through key issues, including a deep understanding of cultural factors that can limit or enable performance in each individual country.

This course will help you to gain an understanding of the conditions that lead to success in Africa, as well as strategies and organizational models applicable in this exciting new market.

Enjoy the tranquillity of Henley's Greenlands campus, plus one day of virtual training, and the option of a two days at Lagos Business School.

If you're serious about your business and doing business in Africa, then don't miss out on this opportunity.

Benefits

- An understanding of Africa's business context and institution.
- An exploration of strategies and organizational models applicable in Africa.
- An assessment of the balance between cultural differences, national governments and the global perspectives of firms.
- Strategies that can aid companies adapt their local home country strategy to the needs and peculiarities of the consumers they are targeting in the new African countries.

Participant Profile

- International executives of non-African companies seeking to establish a presence in Africa, or expanding their businesses to Africa.
- Senior executives and leaders in international organizations who have been assigned to work at locations of their companies within Africa.
- CEOs and owners on the continent who seek to take their businesses to other African countries.

Course Methodology

The course is a mix of lectures, case studies and guest sessions delivered in-person and virtually, over 4 days. Participants are encouraged to come with a specific challenge that they would like to work on during the programme.

Program Content

This course is designed to be delivered over 4 days. Participants are encouraged to come with a specific challenge that they would like to work on during the programme. The "Doing Business in Africa" course shall have the following daily focus.

Program Detail



Day 1 - Macroeconomic, Social, And Political Environments In Africa

The African economy today is at best described as being volatile, uncertain, complex, and ambiguous. It has become very important for leaders to understand the various economic, social, political, legal, technological, and environmental drivers of change in the continent.

Day 1 focuses on the coredrivers of economic activity, the landscape of the continent's economy, and the influence of political factors in shaping the economy. The myriad of business risks associated with the context will also be discussed in depth in addition to how to assess, cost and mitigate these associated risks of doing business in Africa. This session would have thoroughly explored the challenges as well as key opportunities on the continent using conceptual discussions, reflection and case studies.



Day 2 - Developing Effective Business Strategies In African Markets

Day 2 will equip participants with the tools, skills, and frameworks to craft effective organizational, sales, and marketing strategies. It will enable participants to understand the African market, how to allocate resources, measure performance, manage risk, and execute strategy. This will include exploring the typical challenges that impede and derail execution and learn how to design systems and structures that help to overcome the challenge of turning strategy into action.

Participants will also be equipped with insights into the peculiarities and characteristics of the African consumer, routes to market, promotions, and channels for accessing African markets and consumers. It shall also equip them with the skills they require to close deals in Africa that might otherwise fail, enhance value in the agreements they reach, and resolve differences before they result in costly conflicts.



Day 3 - Managing People And Key Stakeholders In Africa

Day 3 will focus on Human Resource Management in Africa. It will equip participants with the skills, strategies, and tools to lead organizations in Africa as well as to integrate with cultural norms. Different HRM models will be critically evaluated including how to attract and retain talent as well as people management strategies to maximise their productivity. Participants shall also learn how to define a direction, influence other leaders in the organization, attain organizational alignment, and manage change.

This includes corporate governance in Africa from multiple lenses - The board of directors, senior management, investors, the media, regulators, and other stakeholders.



Day 4 - Ethics, Compliance, And Social Responsibility In Africa

Leadership in Africa requires that leaders understand how the success of their organizations is connected to the broader ethical and social issues on the continent. Leaders must also recognize that sustainable economic growth is not possible without considering the needs and demands of the broader society.

This session will expose participants to the broad ethical issues that characterise doing business in Africa and shall also provide a framework for doing business ethically. Besides this, participants will be equipped with the tools and frameworks they require to design, install and begin to run a compliance management system for their African business or to review the existing system and put in place further preventive measures to minimise the organisation's exposure to compliance and legal risk. It will also show participants how to interact with regulators, supervisors, and other stakeholders.

Unlock your business' potential today

PACKAGE 1

£4900

1 day virtual class

3 days in the UK,
hosted in-person by Henley,
at the Greenlands Campus

PACKAGE 2

£6850

1 day virtual class

3 days in the UK,
hosted in-person by Henley,
at the Greenlands Campus

2 days in the Lagos,
hosted in-person by Lagos
Business School, at the
campus and in the city

*Incl. accommodation and meals, excl. flights and shuttle.

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