

SHORT EXECUTIVE PROGRAMMES (SEPs)



GLOBAL BUSINESS PERSPECTIVES

*Cultivating a global midset, strategic agility,
and the ability to adapt and innovate.*

UPCOMING LECTURES

DATE: 26 - 29 February 2024 - (4 Days)

5 - 8 August 2024 - (4 Days)

FORMAT: Face to face

VENUE: Business School: Nelson Mandela University,
2nd Avenue Campus, 2nd Avenue, Summerstrand,
Gqeberha (Port Elizabeth)

COST: R14 200 per person
Discounted pricing will be applied for two or more people from the same organisation.

executive.education@mandela.ac.za

PROGRAMME OVERVIEW

PURPOSE OF PROGRAMME:

To provide executive leaders with the insights and tools they need to navigate and excel in a global marketplace.

WHY THIS PROGRAMME?

The Global Business Perspectives module delves into the intricate dynamics of conducting business on a global scale. As globalisation continues to reshape the business landscape, understanding cross-cultural dynamics, international regulations, and emerging markets is more crucial than ever.

This module not only emphasises the importance of understanding various international markets, cultures, and regulatory environments, through the initiation of global, strategic and agile thinking.

TARGET AUDIENCE

- ▶ Business professionals aiming to work in or manage international divisions
- ▶ Entrepreneurs looking to expand their business globally
- ▶ Managers and executives of multinational corporations
- ▶ Professionals aiming for roles in multinational corporations

ADMISSION REQUIREMENTS

- ▶ Applicants should have an NQF level 6 / M+3 in place
- ▶ Be of leadership, supervisory or management level or applying for a position of that level
- ▶ Be proficient in English
- ▶ A Recognition of Prior Learning (RPL) process could be considered if an applicant is not in possession of the required qualification

PROGRAMME OVERVIEW

DAY ONE:

- ▶ Foundations of Global Business: Key concepts, benefits, and challenges of global commerce.
- ▶ Cultural Intelligence: Understanding and navigating cultural nuances, values, and business etiquettes across different regions as well as the importance of relationship building, negotiation and conflict resolution and cultural sensitivity.

DAY TWO:

- ▶ Global Strategy: Formulating and implementing strategies for entering and competing in international markets.
- ▶ Regulatory & Compliance Landscape: Addressing legal, political, and trade challenges in global business.
- ▶ International Risk Management: Identifying and managing political, technological, economic, cultural and many other risks through risk assessments and planning.

DAY THREE:

- ▶ Global Financial Management: Exchange rates, currency risks, and international investment considerations.
- ▶ Ethical and Sustainable Global Business: Addressing global corporate social responsibility, sustainability, and ethical dilemmas.

DAY FOUR:

- ▶ Emerging Markets and Trends: Identifying and leveraging opportunities in rapidly growing economies.
- ▶ Global Marketing & Branding: Adapting marketing strategies for diverse audiences and leveraging global brand power.

ASSESSMENT

DAILY: THREE CASE STUDIES

Participants will be presented with a case study at the end of each day which will require a presentation or discussion the following morning.

FOURTH DAY: THE FINAL

A multiple-choice assessment will be written online.

CLASSROOM PARTICIPATION

PASS MARK

Pass mark of 70% for the final assessment.

CERTIFICATION

Applicants who successfully complete the programme will receive a Nelson Mandela University Certificate of Completion or Attendance.

FOR FURTHER INFORMATION OR TO REGISTER, CONTACT:

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***COMPLEXITY LEVEL KEY:**

Symbol	Complexity Level
M	Matric
M+1	First year post Matric
M+2	Second year post Matric
M+3	Third year post Matric
M+4	Fourth year post Matric

The Symbol indicates the complexity level of the programme. It does not indicate a qualification. NQF levels cannot be assigned as this programme does not lead to a formal qualification.