

[CEIBS] Elective

Doing Business in Africa



Overview

More than ever before, Africa is attracting foreign direct investments from various countries including but not limited to Australia, Brazil, Canada, China, France, India, United Kingdom, United States of America as well as its African counterparts such as South Africa and Nigeria. This increased interest in Africa is due to many positive socio-economic and political transformations that have taken place over the past couple of years. The World Bank report (2015:5) doing business purports that “twenty-one economies, including 6 in Sub-Saharan Africa and 6 in the OECD high-income group, implemented 3 or more reforms reducing burdensome bureaucracy or improving legal and regulatory frameworks.” These reforms are creating an enabling environment in which the business community can thrive. This report also shows that 5 out of 10 fastest economies that are implementing reforms to facilitate business transactions are from Africa; namely Benin, Togo, Cote d'Ivoire, Senegal and the Democratic Republic of Congo.

For local, regional and global business leaders who are mandated to create shareholder values, doing business in Africa has become a business imperative as they seek to maximize their revenues and ensure the sustainability of their operations. For example in the past 5 years, multinationals such as Walmart, have set up their operations in Africa. While many international companies have successfully established their operations in Africa, sustaining these operations can be nonetheless complex. A deep knowledge of the local environment is required, combined with good stakeholder management skills as well as the flexibility to adapt to the ever-changing and unfamiliar business environments and countries are essential ingredients that can ensure business success.

To address these imperatives, the module will enable participants to better understand the challenges and opportunities of investing and doing business in Africa. This module offers a theoretical and practical overview on Africa's business and economic environment. The participants will be introduced to the complex ecosystem of the African business environment through a number of topics and sessions which will draw extensively on African business case studies as well as practitioner sessions.

This immersive week in Accra is designed for participants who want to create and sustain value within their companies by increasing their understanding of the changing business landscape in which they operate, and the need to build strong operational capabilities that will help them achieve their business objectives in Africa. Specifically, this module should be of interest to companies and participants that want to create and sustain value. These parties need to understand the changing business landscape in which their business operates as well as the need to build strong operational capabilities that will assist them in realizing their business objectives.

Content

This Elective Module will be lead by [Mathew Tsamenyi](#), Professor of Management Practice in Accounting at CEIBS.

It will introduce the geopolitical and economic situation of Africa and how this impacts private sector development in Africa. Through in-depth discussions, company visits and case studies, participants will be enlightened on the past, current and forecast geopolitical and economic situation of African countries and how these are either inhibitors or facilitators of trade and business in Africa, with specific references with the private sector development in Africa. The module is assessed by means of group and individual assignments.

Learning Outcomes

Answers pertaining to Africa's geo-political and economic situation will be provided; namely:

- How has Africa's political situation evolved since the independence of African countries? And how has this impacted on foreign direct investment?
- Who are Africa's major trading partners (historical and new partners)?
- What are the macro-economic factors that affect business in Africa?
- How have key regional powers in Africa responded to the global shifts in their foreign policy? How have their relations with key established and emerging powers, especially the US, the EU, China, Russia and India changed? What role can regional powers play in these new power configurations and how are they projecting power/influence in their engagement with the big states?
- What are the leading economies in Africa and what do they have to offer to potential investors?
- What are the main trends in terms of the socio-political and economic environment?
- What are government efforts in encouraging a dynamic business environment? Investment code of various African countries, their strengths and limitations will be discussed.
- What are the comparative features between large and small businesses when it comes to successfully doing business in Africa