

Explore Dubai while you Study!



BUSINESS IN EMERGING MARKETS

8-DAY INTERNATIONAL PROGRAMME

In Collaboration with the **College of Business
and Economics of the United Arab Emirates
University | Dubai**

MILPARK
EDUCATION
Business
School

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UAEU كلية الإدارة والاقتصاد
College of Business and Economics

جامعة الإمارات العربية المتحدة
United Arab Emirates University



Registrations are **now open** for the module:

Business In Emerging Markets (BEMA01-9)

We would like all students to be **successfully registered** by the **1st September 2024**.



Travel dates:
Dubai



Departure date:

From SA, Saturday
7 December 2024



Arrival date:

Sunday 8
December 2024



Tour date:

Sunday 8-14
December 2024



Return date:

Wednesday 15
December 2024

Sign Up Now

1. Login to my.milpark
2. Click on My applications
3. Registrations
4. Online registration
5. Or send an email to mbs@milpark.ac.za for assistance



1

Introduction

The College of Business and Economics of the United Arab Emirates University has been requested to develop a business immersion study trip for the MBA students of Milpark Business School, South Africa. The visit will take place from 8 December 2024 to 15 December 2024.

2

Who is involved in this programme

About Milpark Business School

Milpark Business School delivers an education that empowers and equips current and future leaders to pursue ethical and sustainable business practices informed by the Sustainable Development Goals, in an evolving local, continental, and global milieu.

[Read More](#)

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About the College of Business and Economics | UAEU

The CBE is at the forefront of the UAE's vision, and is active in developing a highly skilled, highly productive workforce of cutting-edge innovators and leaders.

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3

Why would you do the **Business in Emerging Markets** Executive Development Course?

The UAE as a BRICS member:

The BRICS group, an intergovernmental organisation, comprises Brazil, Russia, India, China and South Africa. As of 1st January, this year, Egypt, Ethiopia, Iran and United Arab Emirates have been invited to become members. There has been a delay in Saudi Arabia joining, and the new president of Argentina has pulled them out of the alliance.

The expanded group, including these new members, has a combined population of 3.5 billion people, accounting for 45% of the world's inhabitants. The combined economies are worth 28.7 trillion USD, which represents about 28% of the global economy. The BRICS countries produce 44% of the world's crude oil.



The group was designed to bring together the world's most important developing countries, to challenge the political and economic power of the wealthier economies of both America and Europe.

Why Dubai:

Dubai, a key part of the UAE, is the second largest economy in the region. As of 2023, the population is 3.57 million, but only about 15% of the population is Emirati. The majority are expats from a wide range of nationalities from around the world.



Arabic is the official language, but English is widely spoken, which makes it easy to get around.

Benefits to this International Elective at Milpark:



Our International Module is, first and foremost, a truly international learning experience. It is designed to lay a solid foundation in the South African context and then, adding the international context with a week in Dubai, aiming to provide a comprehensive global experience.



One of the greatest strengths of the programme, is the wide variety of delegates from both the private, public, and corporate sectors. This provides a wonderful networking opportunity, allowing relationships to be forged and built long after the programme has been completed.



It is an ideal stepping stone towards a senior leadership position as it affords the opportunity to gain international business exposure. The robust conversations on the issues of the day will force you to think differently and will challenge your perceptions and mental models.

4

Student's Work

The student will do pre-work before the tour and have an assignment to do. Thereafter the tour and the activities will be facilitated by the College of Business and Economics of the United Arab Emirates University in conjunction with our MBS facilitator.



5

About the Programme

This programme offers an opportunity for students to explore the business and policy environment of an emerging economy like Dubai. The experience kicks off for all registered candidates with a few online lectures, via the Milpark Business School Distance Learning Online (DLO) Platform. This part of the course includes an assignment in preparation before heading off to Dubai. The 8 day tour will begin on the 8th December at the College of Business and Economics of the United Arab Emirates University.

From the moment students arrive in Dubai, they will have a fully immersive experience including but not limited to; on campus lectures, visits to businesses, cultural excursions etc. To complete the programme: students are required to do an assessment, while in Dubai, and upon successful completion of their projects they will receive a certificate from the College of Business and Economics of the United Arab Emirates University*

01

Campus-based learning about Dubai business, technological advancements, and policy environment

Industry immersion and direct engagement with business leaders to gain insights on the happenings and recent developments with a vision for forward-looking projects.

02

03

Analysis and synthesis of your findings pertaining to the case studies in the form of group projects. *These will be presented as key learnings/takeaways and presentations to the College of Business and Economics of the United Arab Emirates University. The programme shall involve keynotes, workshops, readings, classroom discussions, and research on the focus country.*

Our students will be provided with critical and essential tools to understand how to do business in Dubai by attending subject-specific modules tailored to our course objectives.

** In addition to the certificate from the College of Business and Economics of the United Arab Emirates University successful students, who pass the BEMA module, you will gain credits towards the Milpark MBA.*

If you are a student on the MBA programme, this will be your elective. If your interest is for Non-degree purposes you will receive a result letter that demonstrates your success on the module.



[View Full Programme](#)

6

Programme Intended Learning Objectives



Enable students to gain the ability to investigate, develop and execute business and trade between South Africa and Dubai or other emerging economies.



Enable students to learn about economic, political and cultural issues that can affect business ventures in emerging countries and Dubai in particular.



7

What will students **receive**?



Return flights to and from UAE out of OR Tambo Airport.



Your R80,000 covers an 8-day programme.



Hotel accommodation and meals for the duration of the programme is included.



Transport linked to the programme will be covered (includes airport transfers, company visits, etc).



Selected MBS-branded promotional items will be included.



Travel insurance and the cost associated with securing Visa and dinners are for the student's account.





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