

*From Cape to Cairo - Study and Explore!*



# BUSINESS IN EMERGING MARKETS

*8-DAY INTERNATIONAL PROGRAMME*

In Collaboration with the **ESLSCA University in Egypt**



**MILPARK  
EDUCATION**  
Business  
School



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

## Business In Emerging Markets (BEMA02-9)

We would like all students to be **successfully registered** by the **15 September 2025**



*Travel dates:*

Egypt



**Departure date:**

From SA, Friday  
5 December 2025



**Arrival date:**

Saturday  
6 December 2025



**Tour date:**

Friday 5-12  
December 2025



**Return date:**

Friday  
12 December 2025

**Sign Up Now**

**Students must sign in using their student login details to access the registration portal.**

1. Login to my.milpark
2. Click on My applications
3. Registrations
4. Online registration
5. For BEMA enquiries or assistance, please go to the [Helpdesk](#)





# 1

## Introduction

**Elsca University, Egypt** is pleased to extend an invitation to you to develop and lead a **business immersion study trip** tailored for the **MBA students of Milpark Business School, South Africa**. The visit will take place from **5 December 2025 to 12 December 2025**.

# 2

## Who is involved in this programme

### About **Milpark Business School**

At Milpark, we **encourage and challenge our students** to become more than they dared imagine. **Milpark Business School** believes that leadership starts with a deep understanding of oneself and others. Our **MBA is designed to cultivate leaders** who are human-centred and prioritise empathy and human connection, digitally fluent, ethical, and socially conscious so that they can make a **positive contribution to society at large**.

[Read More](#)

MILPARK  
EDUCATION  
Business  
School



ESLSCA  
University

### About the **Elsca University, in Egypt**

**ESLSCA University Egypt** offers **top-tier business education**, blending European excellence with Middle Eastern energy. As Egypt's first **accredited foreign university** branch, it shapes future leaders through innovative programmes and strong industry ties.

[Read More](#)



# 3

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

**Degree and credit purposes:** Current MBA students complete it as an **elective module**. If you are an MBA current student, it is your elective. If you are doing it for **non-degree purposes** or are on the PGDIP or may want to do the MBA at a later stage – **only then would it be a credit towards your MBA**.

**Curriculum enrichment:** Current MBA students and MBA Alumni do it for non-degree purposes and **receive a certificate of completion**.

**Professional development:** Business people who are interested in **finding out more** about conducting **business in emerging markets** can do the module as a **short course** and **receive a certificate of completion**.

### 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 **7 days in Egypt**, aiming to provide a comprehensive global experience.



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.



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

# 4

## Student's Work

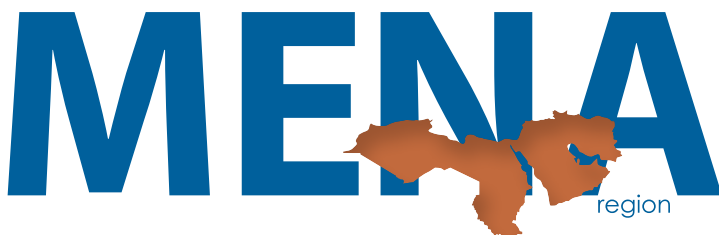
The primary assignment **will take place after the tour**, serving as a reflection of the students' learnings from the experience. Prior to the tour, students will **complete preparatory work** and an initial assignment. The tour itself, along with its associated activities, will be facilitated by **Eslsca University in Egypt**, in collaboration with our **MBS facilitator**.



# 5

## About the Programme

**ESLSCA University** offers an opportunity for international students and partner universities to gain a strategic understanding of the **Middle East and North Africa (MENA)**, one of the world's most dynamic economic regions.



This study tour uses Egypt, a **nation of significant demographic, cultural, and geopolitical weight** on the region, as a **strategic gateway** to comprehend the business dynamics of the entire region.

Participants **move beyond theory** to engage directly with the corporate leaders, entrepreneurs, and policymakers shaping the **new MENA economic map**.

# 01

**Campus-based learning about Egypt** business, technological advancements, and policy environment.

# 02

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

# 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 **ESLSCA University, Egypt**. The programme shall involve keynotes, workshops, readings, classroom discussions, and research on the focus country.

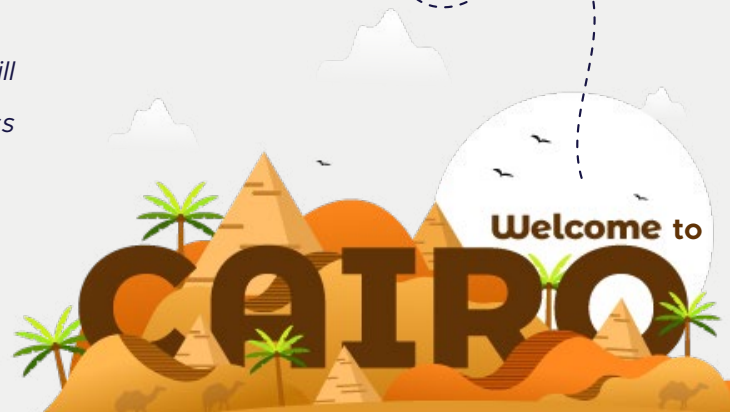
Our students will be **provided with critical and essential tools** to understand how to do business in Egypt by attending **subject-specific modules tailored to our course objectives**.

*In addition to the certificate from the ESLSCA University Egypt, successful students who pass the BEMA module, 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 results 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 Egypt** or other emerging economies.

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

The programme is structured to achieve several key learning and networking outcomes:



Foster academic collaboration and **cultural exchange between ESLSCA** and visiting MBA students.



**Provide critical insights** into the specificities of doing business in Egypt and the broader **MENA region**.



**Connect visiting students with leading Egyptian companies** and business incubators for direct insight into local and regional industry operations.



Promote a **mutual understanding of African and Middle Eastern** business ecosystems.



**Facilitate high-value networking opportunities** across student cohorts, faculty, and local business leaders.



Expand students' **global leadership perspectives** through exposure to diverse approaches to sustainability, entrepreneurship, and corporate governance.



# 7

## What will students **receive**?



**Return flights** to and from **Egypt** out of **OR Tambo** International Airport.



Your **R54700.00** covers the **BEMA module**, module **registration**, the full **8-day Egypt experience**, including a **dinner cruise on the Nile**, a visit to the **Pyramids of Giza** and the **Egyptian Museum**, with **all lunches** and **3 dinners included**.



Participants will stay at the **Ramses Hilton Hotel Cairo**, with **bed and breakfast 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.





# M

## Are you *ready* for a **LIFE-CHANGING EXPERIENCE?**

This exclusive opportunity has limited spaces

[Click here](#) to secure your spot today

1. Login to my.milpark
2. Click on My applications
3. Registrations
4. Online registration



**Contact us** today to find out  
more about the programme

