

From Cape to Cairo - Study and Explore!



BUSINESS IN EMERGING MARKETS

8 DAYS / 7 NIGHTS 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 **16 September 2026**.



Travel dates:

Egypt



Departure date:

From SA, Friday
4 December 2026



Arrival date:

Friday
4 December 2026



Tour date:

Friday 4-11
December 2026



Return date:

Friday
11 December 2026

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](#)

Only 15 seats available

Secure your spot today!

Registrations will be accepted on a **first-come, first-served** basis.

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 **4 December 2026 to 11 December 2026**.

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
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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.

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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 **Eslca University in Egypt**, in collaboration with our **MBS facilitator**.



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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](#)



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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.



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What will students **receive**?



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



Your **R69 000.00** covers the BEMA module, registration, and 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 **3 dinners included**.



Participants will stay at the **InterContinental Cairo Semiramis (5-star hotel)** with **breakfast included**. **All on-campus lunches** are provided.



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

This exclusive opportunity has limited spaces

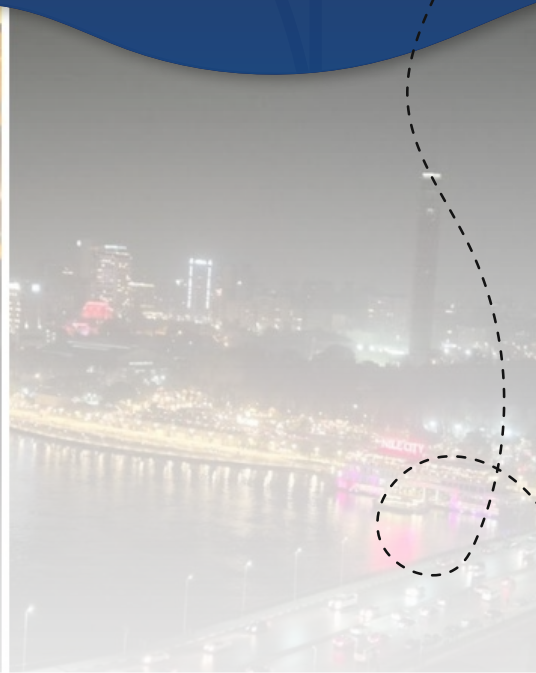
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