



**Mini-MBA IN EXPORT BUSINESS MANAGEMENT
(Professional Development Certificate)**

Course Brochure

A smiling man with a beard, wearing a blue suit jacket and a light blue shirt, stands in front of a window with vertical blinds. The background is slightly blurred, showing an office environment. A semi-transparent blue box is overlaid on the image, containing text.

ABOUT THE COURSE

Business expansion through exports brings opportunities for growth, increased profitability and diversification. Research has shown that businesses that engage in international trade are more innovative, earn higher turnover, and create employment opportunities.

However, exposure to international and regional competition through exports can create challenges and risks for businesses. One of the limiting factors for businesses to engage in international trade is the lack of knowledge of trading opportunities and understanding of foreign markets. This limits business' ability to customize products to the diverse needs of consumers and to meet product requirements and standards. As such, businesses must build their capacity to take advantage of export opportunities to expand their markets.

To build capacity of businesses to prepare for international markets, Africa Trade Academy has developed the Mini-MBA in Export Business Management to provide a comprehensive training to businesses to develop and execute successful export business models.

COURSE OBJECTIVES

The objective of this programme is to provide businesses with the necessary information, requirements, processes and support needed run an export business successfully. The specific objectives for this course include:

- Develop operational and successful export business models
- Build leadership and managerial expertise for successful export businesses
- Develop essential marketing, branding and labelling strategies for international markets
- Evaluate market opportunities created international trade agreements and identify products in high demand for key markets.
- Implement compliance requirements for successful export business.
- Assess and adopt appropriate strategies on how to enter and distribute your products in these markets.
- Learn how to leverage and develop e-commerce to reach your buyers.

COURSE BENEFITS

Enrolling in the Mini-MBA in Export Business Management offers you a unique opportunity to develop the skills and knowledge necessary to succeed in export-oriented activities. Whether you are a CEO looking to expand your business internationally, a trade officer aiming to enhance your expertise, or a professional whose work intersects with global trade, this course offers numerous advantages that can propel your career and business to new heights.

The key benefits you can expect from this programme include:

- **Comprehensive Understanding of Export Markets:** You will gain a deep understanding of international/regional trade dynamics, market entry strategies, and the regulatory environment.
- **Networking Opportunities:** You will connect with your peers, industry experts, and potential partners, creating a valuable network that can facilitate business expansion and collaboration across borders.
- **Access to Expert Coaching:** You will have access to seasoned professionals and mentors who provide guidance and support throughout and beyond the program, helping you to overcome specific challenges in your export ventures.
- **Field Trips for Practical Exposure:** The program includes field trips to organizations involved in export activities, offering you practical exposure and an understanding of export operations in real-world settings.
- **Certification:** Upon successful completion of this course, you will receive a certificate of completion.

COURSE CONTENT

Module 1: Export Business Management and Finance

This module aims to equip participants with the essential knowledge and skills to effectively manage and finance export businesses. You will learn how to develop robust business models, implement sound financial practices, and manage risks in the export market. The module will also cover key financial instruments and strategies to secure funding, manage cash flow, and ensure the financial sustainability of export ventures.

Module 2: Export Marketing, Branding, Packaging and Labelling

The objective of this module is to help you understand and apply effective marketing, branding, packaging, and labelling strategies tailored to international markets. Participants will explore the nuances of creating a strong export brand, developing marketing strategies that resonate with global consumers, and ensuring that packaging and labelling meet international standards and consumer expectations.

Module 3: Regulatory Compliance I – Standards and Traceability

This module aims to provide you with a comprehensive understanding of the regulatory standards and traceability requirements necessary for successful export operations. You will learn how to comply with international standards, implement traceability systems, and ensure that their products meet the stringent requirements of global markets, thereby enhancing their competitiveness.

Module 4: Regulatory Compliance II – Customs Procedures, Documentation and Processes

The objective of this module is to familiarize you with the critical customs procedures, documentation, and processes involved in exporting goods. You will gain practical knowledge on navigating customs regulations, preparing accurate documentation, and streamlining export processes to minimize delays and ensure smooth transactions in international trade.

COURSE CONTENT

Module 5: Export Opportunities Analysis and International Trade Agreements

This module seeks to equip you with the analytical tools needed to identify and evaluate export opportunities in various markets. You will also gain an understanding of international trade agreements, their implications for export businesses, and how to leverage these agreements to gain a competitive advantage in the global market.

Module 6: Export Supply Chain Management and Logistics

The objective of this module is to provide you with a thorough understanding of supply chain management and logistics in the context of export businesses. You will learn how to optimize supply chain operations, manage logistics efficiently, and address the challenges of international shipping and distribution to ensure timely delivery and customer satisfaction.

Module 7: Effective E-Commerce Strategies for Export Businesses

This module aims to empower you with the skills and knowledge needed to develop and implement effective e-commerce strategies for export businesses. You will explore the dynamics of global e-commerce, learn how to establish a strong online presence, and utilize digital platforms to reach international customers and expand their market reach.

FORMAT AND DETAILS

Who Can Attend

The target audience for this programme includes:

- CEOs and owners of export-oriented SMEs
- Trade desk officers in financial institutions
- Staff of bilateral chambers of commerce
- Anyone whose work interfaces with international businesses.

Training Format

The training will be held in two formats:



Online Session

- 3 days a week (evenings)
- Time: 5:30pm - 8:30pm
- Venue: Zoom



In-Person Session

- Saturdays only
- Time: 9:00am - 4:00pm
- Venue: Africa Trade Academy, Westlands

Course Fee

- **Online Session: GHC 2,500.00**
- **In-person Session: GHC 3,000.00**

Your programme fee includes tuition, course materials, certificate, coffee and lunch breaks, field trips

ELIGIBILITY AND ADMISSION

Eligibility Criteria

- Proficiency in the English language is required for all applicants.
- Applicants should be committed to completing the entire course and participating actively in all modules, including field trips and practical assignments.

Admission Procedure

To be admitted into the programme:

- Applicants must complete the registration form. Please note that full/partial payment of the course fees secures your spot in the programme.
- After payment, you will receive a Letter of Provisional Acceptance and receipt of payment

Cancellations

- Cancellations made at least 14 days before the course start date will be eligible for a full refund of the course fee. Any cancellations made less than 7 days before the course start date or failure to attend the program will result in no refund.
- In the unlikely event that the course is canceled or postponed by us, you will receive a full refund of the course fee. We are not responsible for any additional costs, such as travel or accommodation expenses, incurred by the participant.
- To request a cancellation, please contact our administration team as soon as possible.

TESTIMONIALS



“Co-founding an export oriented SME demands an in-depth understanding of the various facets of managing a successful export process. In the past 4 years, I have hopped on one export readiness training program to the other but could barely connect the dots of managing an export business. Kudos to the resourceful team of the Africa Trade Academy, I have been relieved of the misconceptions of exporting and prepared well enough to achieve the export goals of TONDĀR. Africa Trade Academy has a commitment to facilitating the export readiness of African businesses through trainings, Trade facilitation and market information. They are my surest bet for any kind of issues relating to Trade in Africa.”

Abdul Hamid Adams
Shea Processing Consultant, TONDĀR



“I've taken two courses from Africa Trade Academy so far, namely the Managing Business, Trade associations, and Chambers course and the Export Business Management course. I've been highly impressed by the rich and extensive experience of the facilitators, all of them leaders in their field, as well as the high quality teaching materials and the excellent customer service from their admin staff.

Unlike other online courses I've taken in the past, the ATA courses were very engaging, making every class a delightful experience. I'll recommend the ATA as a reliable training partner any day, with no reservations whatsoever.”

Jennifer Burckson
Programme Manager Specialist, Australian High Commission



Contact



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