



UNIVERSITY OF GHANA

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UNIVERSITY OF GHANA BUSINESS SCHOOL

GNAM 2024 LECTURE SERIES

Course Description

Name of course: Culture and Doing Business in Africa: The Case of Ghana

Teaching Faculty: Dr. Emmanuel Joel Aikins Abakah

Lecture Time & Location: TBA

Date: October 2024

Course Overview

Culture and Doing Business in Africa with focus on Ghana examines the position of sub-Saharan Africa within the global economy and how it is leapfrogging development in certain areas. This course gives students an overall overview of the business ecosystem in Ghana. Students will learn about the business environment and opportunities in Ghana coupled with the mechanisms for introducing products, services and business management models while accounting for the cultural differences. They will hear from area managers in international companies and about doing business in Ghana, in terms of a range of aspects, including marketing, finance, legal, logistics and operations. In Ghana there will also be opportunities to discover the social and cultural landscape of Africa, including the changing role of women in the society and how the issues of ethnic diversity and inclusion are tackled on the continent. Discussions in lectures will aim to pursue the following goals: recognize how cross-cultural differences affect and impact on the ways of doing business in Ghana and Africa, gain a general understanding of the importance of history and religion on the everyday lives of people and how this affects the way business is conducted, use specific knowledge and skills to avoid the pitfalls that usually plague cross-cultural relationships in the business world, understand that ways and means of doing business in the Ghana and Africa are fundamentally different from Western concepts, use case studies to gain a better understanding of the international business environment, understand the effect of culture on a business management, including the difficulties in overcoming the assumptions of one's own native culture when dealing in a different one, and acquiring the appropriate skills to effectively succeed in these cultural scenarios

Course Content

This course will give students a firm grasp of society, geopolitics and culture in Ghana and Africa and equip them with the skills to adapt to specific aspects of economic and business organization. It aims to provide a comprehensive understanding of doing business in Ghana and Africa. We will

reflect on a changing international environment marked by COVID, the decline of globalization, an oncoming global recession and a new Cold war ignited by the Ukrainian crisis. How are these factors affecting businesses in Africa? How are these events impacting companies and how are companies reacting to these new difficulties under different cultural characteristics. For students it will provide an opportunity to see and be part of problem solving and crisis management within an African corporate setting. The course will cover the following specific areas: Ghana in the International Economic Context; Political and Economic Structures in Ghana; Sociocultural Background and Business Negotiations; China and Western Economies in Africa; Country Analysis Framework; Market-Entry Strategies; Impact Economy in Africa: Cooperation and Development; Approaching the Public Sector in Ghana; B2B and B2C Markets in Africa: Marketing Goods and Services; Implementing a Business Strategy in Ghana

Key text:

1. Suzanne M. Apitsa and Eric Milliot (Eds.) (2021) *Doing Business in Africa*. Palgrave Macmillan
2. Mahajan, Vijay. *Africa Rises: How 900 Million African Consumers Offer More Than You Think*. Upper
3. Buame, S. K. (1998). *Entrepreneurship: A contextual perspective. Discourses and praxis of entrepreneurial activities within the institutional context of Ghana*.
4. Nukunya, G. K. (2003). *Tradition and change in Ghana. An introduction to sociology*.