

The Manchester MBA

Elective: **Doing Business in the Middle East**

MANCHESTER
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The University of Manchester
Alliance Manchester Business School

The Middle East and North Africa (MENA) region has become one of the world's most strategically important business environments, shaped by rapid economic reform, diversification agendas and shifting political, social and cultural dynamics.

Yet many organisations still lack the nuanced understanding required to operate effectively across its diverse markets.

This elective provides a rigorous, experience-driven introduction to the economic, political, legal, social and cultural factors that define business environments across key MENA countries. You will examine how historical legacies, contemporary reforms, ESG considerations and competitive dynamics influence market structures and strategic decision-making.

Through expert talks, practitioner insights, site visits and engagement with regional organisations, you will apply core MBA frameworks, including market analysis, competitive analysis and strategy formulation, to real-world MENA contexts.

By the end of the elective, you will be able to critically evaluate regional opportunities and risks, assess market entry strategies, and understand how organisations can navigate complex stakeholder relationships to operate responsibly and effectively in one of the world's most dynamic regions.

This elective is NOT available to UoM-Dubai registered students or students currently residing in the MENA region.

How you'll benefit



Develop deep regional insight: Understand how economic, political, social, cultural and ESG factors shape MENA business environments.



Strengthen strategic judgement: Analyse risks and opportunities to inform robust market entry strategies.



Apply MBA tools in context: Use established frameworks to evaluate real business challenges in the region.



Learn from practitioners: Gain first-hand perspectives through expert speakers and site visits.



Enhance cross-cultural capability: Build the skills needed to collaborate and communicate effectively across diverse markets.

Delivery method

This elective is delivered through a 5-day in-person workshop at the University of Manchester's Dubai branch, which includes site visits to organisations and meetings with management, and online learning.



Amin El-Kholy

Dr Amin El-Kholy is a Senior Lecturer in Financial Decision Making and Unit Director for Doing Business in the Middle East, with more than 20 years' investment management experience across leading MENA institutions.

A native Arabic speaker, he has built and led top-performing investment teams, advises regional start-ups and serves as non-executive Chairman of Introspect Capital.

His teaching draws on deep regional expertise, practitioner insight and a diversity of perspectives across countries, cultures and industry sectors.

Have any further questions about The Manchester MBA?

✉ Please get in touch - mba@manchester.ac.uk

This document provides an example of the course content and faculty members who will be teaching this MBA course; however, details are subject to change.