



THE BUSINESS OF ENTERTAINMENT, MEDIA, FASHION AND SPORTS (BEMFS) EXECUTIVE EDUCATION



What you'll get

This executive education is designed to formalize the structure, marketing and product development segment of entertainment, media, fashion and sports businesses for business executives.

Upon completion of the Business of Entertainment, Media, Fashion and Sports Executive Education at the University of Lagos Business School, participants will achieve the following:

1. Certificate of Completion in the Business of Entertainment, Media, Fashion and Sport Executive Education issued as "BEMFS" by the University of Lagos Business School.
2. Become an Alumni of the revered University of Lagos Business School.
3. Business executive with a cutting-edge product and services development solution.
4. Unravel the misery behind the trajectories of household brand names in Nigeria, Africa and beyond.
5. Become a strategic business executive with lifetime access to veteran facilitators and carefully selected executive participants in the entertainment, media, fashion and sport industry.
6. Capability to structure, organize and position your business for the next level of growth.
7. Become connected to competitors and bigger brands for possible partnerships and collaborations.
8. Analytical skill to take strategic decisions with regards to business continuity and expansion.



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**2021
BROCHURE**
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GETTING A UNIVERSITY BUSINESS SCHOOL CERTIFICATION FOR YOUR BUSINESS THROUGH THE UNIVERSITY OF LAGOS BUSINESS SCHOOL BEMFS.

In today's world, business executives are often confused and belabored with business decisions bordering on the general management, products and services development and especially the issue of revenue versus expenditure. In response to these issues, business ventures with possible viable models and feasibility have often failed to survive or in most cases could barely cover their cost of existence.

To address these myriad issues, business executives are preoccupied with while managing an establishment, the University of Lagos Business School and Business Conferences Limited are positioned to provide proven global and indigenous strategies through executive business education for business executives.

The benefits inherent in attending an executive education at the University of Lagos Business School in partnership with Business Conferences Limited as outlined above, are invaluable to participants and seasoned with business case studies that have in fact turned around the fortunes of struggling businesses gasping for breath and survival.

The learning experience and the opportunity provided by this platform for participants to interact with experienced facilitators and course mates will forever remain indelible both for the personal development of participants and the businesses they run.

ADMISSIONS

Admissions into these executive education programs are not determined by academic qualifications of participants, though higher academic qualifications are considered an added advantage to the contributions of participants.

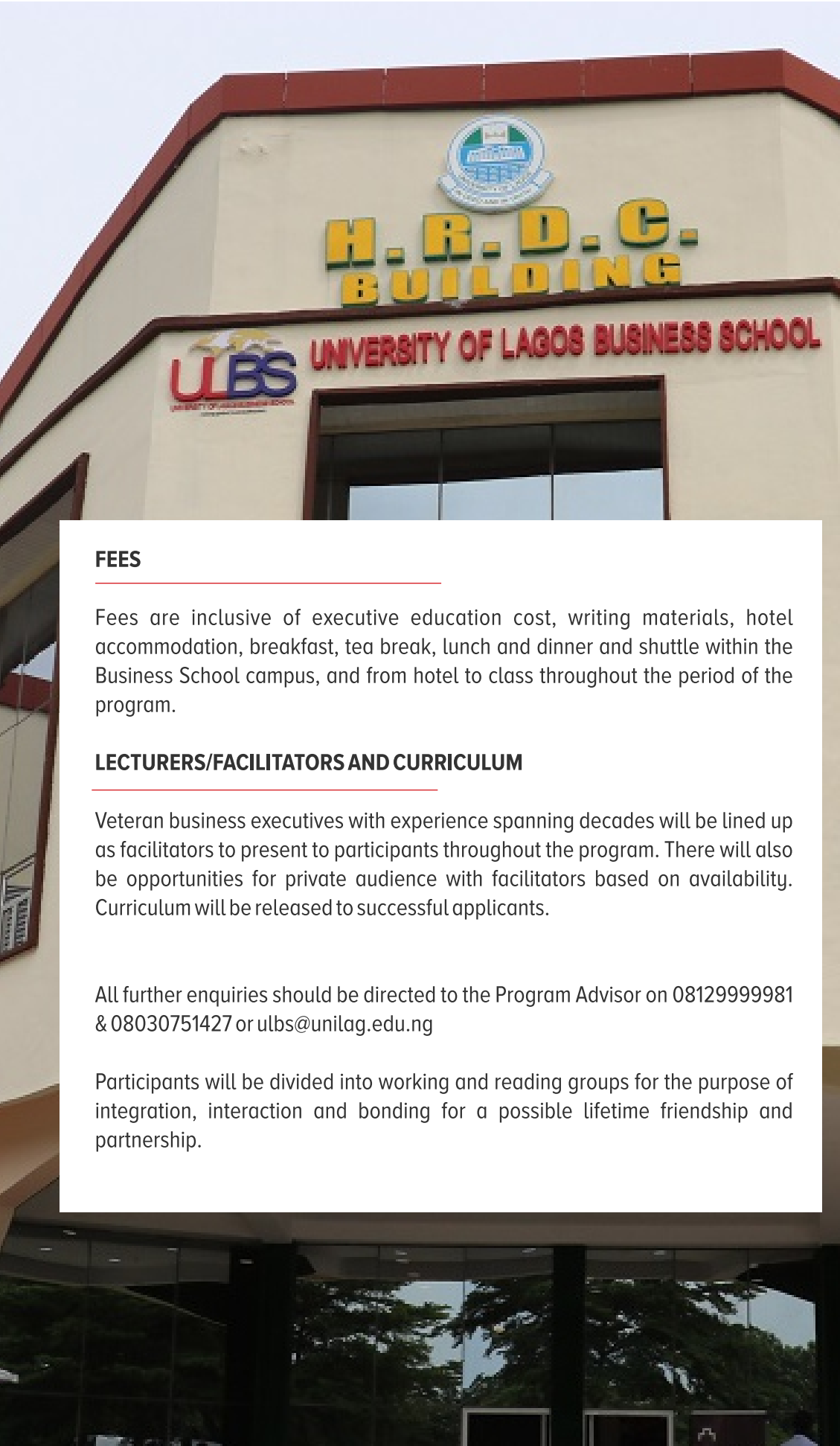
Participants' professional and work experience, in addition to the size of business by revenue, coupled with the ambition of applicants will strongly count in determining the quality of participants for admission purposes.

EXECUTIVE EDUCATION MODALITY

The programs for each course shall be resident for all participants on the University of Lagos Business School Campus at a befitting and hospitable hotel accommodation within the neighborhood of the campus and stipulated for the period specified for the program. The program will commence with an opening dinner/course briefing and as well close with a dinner within the campus.

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FEES

Fees are inclusive of executive education cost, writing materials, hotel accommodation, breakfast, tea break, lunch and dinner and shuttle within the Business School campus, and from hotel to class throughout the period of the program.

LECTURERS/FACILITATORS AND CURRICULUM

Veteran business executives with experience spanning decades will be lined up as facilitators to present to participants throughout the program. There will also be opportunities for private audience with facilitators based on availability. Curriculum will be released to successful applicants.

All further enquiries should be directed to the Program Advisor on 0812999981 & 08030751427 or ulbs@unilag.edu.ng

Participants will be divided into working and reading groups for the purpose of integration, interaction and bonding for a possible lifetime friendship and partnership.

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