

# KOL7006BS GLOBAL BUSINESS IN EMERGING MARKETS

## 1. MODULE SUMMARY

### Aims and Summary

This module aims to introduce students to the world of international business in emerging markets. While focusing on the nature of the business environment in specific emerging regions, the module aims to highlight the importance of global business issues such as ethics, sustainable practices, government business linkages, the role of transnationals from advanced economies in emerging markets, and resource driven economic growth in emerging regions. The student will be exposed to contemporary issues, such as:

Doing business globally, the role of governments, formal and informal networks and the effects of geopolitics on the business environment.

The country specific projects that each group is expected to complete will provide an element of realism in creating management insights for future practitioners of international business in these regions.

Students are expected to engage in problem solving, decision making, global research skills and appreciation of the cultural environment of countries.

The learning will incorporate through examples and case studies the Principles for Responsible Management Education (PRME): sustainability, social responsibility, responsible leadership and ethics.

### Module Size and credits

Module level	7
Credits	15
ECTS credits	7.5
Total student study hours	150
Total study weeks	12
Pre-requisites and co-requisites	None

## **2. TEACHING, LEARNING AND ASSESSMENT**

### **Intended Module Learning Outcomes**

On successful completion of this module, the learner should be able to:

1. Critically analyse markets and industries in the new emerging economies.
2. Analyse and critique the nature of doing business in emerging markets.
3. Critically analyse the nature of risks and opportunities in emerging markets.
4. Critically evaluate the nature of the new global business environment especially the geopolitical dynamics of countries as well as the role of governments and other institutional actors.
5. Develop effective communication skills to be able to present key results and recommend appropriate strategic action in the context of cultural mindsets.

### **Indicative Content**

- What are Emerging Markets?
- Economic Challenges of emerging markets – picking the right entry strategy
- Political, legal and cultural challenges of emerging markets
- The BRICS economies
- Emerging Latin America
- Emerging Europe
- Emerging Africa
- Emerging Middle East and North Africa
- Emerging South-East Asia
- Sustainability aspects in emerging markets

### **Teaching and Learning**

Learning will be facilitated through a variety of methods such as lectures, seminars, workshops, online activities and group work. Students are expected to engage in both class-based and online activities and discussions. This module requires students to participate in additional guided reading and self-directed study to reinforce the learning gained from traditional lectures and seminars.

The content materials are delivered by lectures and seminars and are available at the beginning of each semester on Canvas under the Module folder. The lectures cover the theoretical aspects and contemporary issues of topic areas together with their practical application, using real-world examples, exercises, assignments, group work and discussions.

Seminars consist of specially designed topical exercises and discussion questions to enhance students' understanding of the subject matter. Company visits, guest lectures and, where relevant, computer-based training packages may be used to supplement the lectures and seminars and help to achieve the intended learning outcomes.

## Assessment Components

Component	Component Type (Core (P/F) / Applied Core (%))	Credits for this component	Learning Outcomes Assessed	Number of attempts allowed up to final deadline (Core Components only)
CW1	Applied Core	5	1, 2, 4, 5	
CW2	Applied Core	10	1, 2, 3, 4	

## Details of Assessment Tasks

CW1: 20-minute group presentation (with groups of 2-4 students). Assesses learning outcomes 1, 2, 4 and 5.

CW2: Individual Report (2,000 words). Assesses learning outcomes 1, 2, 3 and 4.

Composition of module mark:	CW1 5 credits and CW2 10 credits
Pass requirements:	CW1 must be at least 40% and CW2 must be at least 40% and module mark must be at least 40%.

## Method of Reassessment

Coursework as appropriate.

## 3. MODULE RESOURCES

### Essential Reading List

Cavusgil, S. Ghauri, P. Akcal, A. (2021). *Doing business in emerging markets*. (3rd ed.). Los Angeles: Sage.

### Recommended Reading List

Recommended reading will be updated and detailed by the module leader

An annually updated reading list including a list of other resources such as contemporary Journal articles, reports and blogs will be provided.

In addition, students will be expected to carry out independent research to explore topics within contemporary publications in order to broaden their knowledge and understanding beyond the core content delivered in lectures.

### **Required Equipment**

No special equipment needed.

### **Date of Approval**

NOV 2022