



**Course Title: Emerging Markets for International Business**

**Course Code:**

**Credit Units: 3**

**Level: UG**

L	T	P/ S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

**Course Objectives:**

This course analyses emerging markets' commercial realities, and focuses on the opportunities and challenges that multinationals face when doing business and investing in emerging markets, and provides students with the necessary analytical skills to assess emerging markets for potential entry

**Prerequisites:**

Understanding of International Business

**Student Learning Outcomes:**

On successful completion of this course, students will be able to:

- Understanding and appreciation for specific characteristics of emerging markets
- undertake an emerging market analysis
- make informed investment decisions in emerging markets
- have an understanding of the key features of the most important emerging markets

**Course Contents / Syllabus:**

	Weightage
<b>Module I: Introduction</b>	<b>20%</b>
<ul style="list-style-type: none"><li>• Global Economy: 1850-1914,</li><li>• Global Economy: 1948-1980,</li></ul>	

<ul style="list-style-type: none"> <li>• Advance Economies,</li> <li>• Developing Economies,</li> <li>• Emerging Market Economies</li> <li>• The Emerging Markets in the current scenario <ul style="list-style-type: none"> <li>○ Economic Performance</li> <li>○ Political Environment</li> <li>○ Infrastructure,</li> <li>○ Market Institutions, and Sophistication of the economy</li> </ul> </li> </ul>	
<p><b>Module II: The determinants of the attractiveness of emerging markets</b></p>	<p><b>20%</b></p>
<ul style="list-style-type: none"> <li>• Different perspectives for evaluating emerging market potential</li> <li>• Determinants of attractiveness</li> <li>• Macroeconomic Dimension That Shape Emerging Markets</li> <li>• Per-capita Income as an indicator of Market Potential</li> <li>• Middle Class as an Indicator of Market Potential</li> </ul>	
<p><b>Module III: Risks and Challenges of Doing Business in Emerging Markets</b></p>	<p><b>20%</b></p>
<ul style="list-style-type: none"> <li>• Political Instability</li> <li>• Weak Intellectual Property Protection</li> <li>• Bureaucracy, Red Tape, and Lack of Transparency</li> <li>• Partner Availability and Qualification</li> <li>• Dominance of Family Conglomerates</li> <li>• Unique challenges of emerging economies</li> </ul>	
<p><b>Module IV: Strategies for Doing Business in Emerging Markets</b></p>	<p><b>20%</b></p>
<ul style="list-style-type: none"> <li>• Partnering with Family Conglomerate,</li> <li>• Marketing to Governments in Emerging Markets,</li> </ul>	

<ul style="list-style-type: none"> <li>• Skillfully Challenge Emerging Competitors</li> </ul>	
<b>Module V: Profile of select Emerging Market</b>	<b>20%</b>
<ul style="list-style-type: none"> <li>• India</li> <li>• China</li> <li>• Brazil</li> <li>• Russia</li> <li>• South Africa</li> </ul>	

**Pedagogy for Course Delivery:**

Lectures, , Discussions, Case study, Group presentation and Guest Lecture.

**Assessment/ Examination Scheme:**

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
30%	NA	70%

**Theory Assessment (L&T):**

Continuous Assessment/Internal Assessment					End Term Examination
<b>Components</b> (Drop down)	Internals	Attendance	Examination		
<b>Mid-Term</b>	10%				
<b>Group Presentation</b>	10%				
<b>Viva</b>	5%				
<b>Weightage (%)</b>	25%	5%	70%		70%

**Text & References:**

1. Doing Business in Emerging Markets, Second Edition, Sage Publication by S Tamer Cavusgil, Pervez N Ghauri, Ayse A. Akcal
2. International Business Strategy in Emerging Country Markets: The Institutional Network Approach by Hans Jansson, Edward Elgar Publishing House 2008.
3. Emerging Markets Rule: Growth Strategies of the New Global Giants, Mauro Guillen, Esteban Garcia-Canal, McGraw Hill Professional 2013.
4. Emerging Markets: Lessons for Business Success and the Outlook for Different Markets by Nenad Pacek, Daniel Thorniley, The Economist & Profile book Ltd 2007.
5. The Global Emerging Market: Strategic Management and Economics By Vladimir Kvin published by Roulledge 2009