



Course Title: Economics of Emerging Markets

Course Code: IB

Level: PG

Credit Units: FOUR

L	T	P/S	SW/FW	No. of PSDA	TOTAL CREDIT UNITS
2	-	-	4	3	4

Course Objectives:

The course aims to provide a complete outlook of emerging markets, while concentrating on the growth and development of the emerging economies to become the front-runners of the global economy. The course offers a conceptual framework to understand and analyze emerging markets from multiple perspectives. More specifically course is designed to:

- provide understanding of emerging markets
- provide overview about the key characteristics of major emerging markets.
- understand the importance of emerging markets in global business.
- understand opportunities and challenges of doing business in emerging markets
- develop market entry strategies for emerging markets
- understand level of adoption of new technologies in emerging markets

Prerequisites:

Student should have keen interest and understanding of International Business Environment and willingness to explore Emerging Economies

Course Contents/Syllabus:

	Weightage (%)
Module I: Introduction to Emerging Markets	20
<ul style="list-style-type: none">• Importance of emerging markets in global scenario• Trade and Investment trends• Macroeconomic indicators of major emerging markets• Political, legal and cultural framework in emerging markets• MNCs of emerging markets	
Module II: Challenges of doing business in emerging markets	20
<ul style="list-style-type: none">• Political Instability• Weak Intellectual Property Protection• Bureaucracy, Red Tape, and Lack of Transparency	

<ul style="list-style-type: none"> • Ethical issues • Corruption • Institutional voids • Infrastructure & infrastructural gap • Other Unique challenges of emerging economies 	
Module III: Opportunities in Emerging Markets	
<ul style="list-style-type: none"> • Opportunities at the bottom of pyramid • Growth of middle class and rise in consumption level • Growth of mid-sized cities • Penetrating rural markets • Innovation, Research & Development and Intellectual Property Rights • Human Capital 	20
Module IV: Understanding business environment in Select Emerging Markets	
<ul style="list-style-type: none"> • BRICS countries • Emerging economies in Asia • New frontier economies in Latin America • Emerging economies of CIS countries • Emerging economies of Africa • Emerging Economies in Eastern Europe 	20
Module V: Impact of disruptive technologies in emerging economies	
<ul style="list-style-type: none"> • Adoption of new technologies • Impact of new technologies in emerging economies • Role of emerging markets in 4th Industrial Revolution 	20

Pedagogy for Course Delivery:

- Lectures, Simulation, Discussions, Case study, Group presentation and Corporate/ Guest Lecture/Workshop

List of Professional Skill Development Activities (PSDA):

Students will organize themselves in groups and for the assigned country :

1. Students will do the PESTL analysis, analyse trade and investment pattern
2. Identify and analyze the economic and political issues (as mentioned in module 3) faced by the country
3. Analyze the opportunities as per the indicators mentioned in module 4

Student Learning Outcomes:

By the end of the course students are expected to:

- Differentiate between developing nations, emerging economies, transition economies and developed economies
- Appreciate the attractiveness of emerging markets in the current global scenario
- Identify the unique challenges and opportunities associated with doing business in emerging economies
- Understand and develop strategies for doing business in emerging markets.

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment (30 %)					End Term Examination (70%)
Components (Drop down)	HA 1	HA 2	HA 3	Attendance	
Linkage of PSDA with Internal Assessment Component, if any	Linked to PSDA 1	Linked to PSDA 2	Linked to PSDA 3	-	
Weightage (%)	5	10	10	5	

Text

- Grosse Robert, Meyer Klaus E., 2018, The Oxford Handbook of Management in Emerging Markets, Oxford University Press

References

- Cavusgil S Tamer, Ghauri Pervez N, Akcal Ayse A., 2012, Doing Business in Emerging Markets, SAGE Publications Ltd.
- Jansson Hans, 2007, International Business Strategy in Emerging Country Markets: The Institutional Network Approach, Edward Elgar Publishing House 2008.
- Mauro Guillen, Canal Esteban Garcia, 2013, Emerging Markets Rule: Growth Strategies of the New Global Giants, McGraw Hill Professional
- Pacek Nenad, Thorniley Daniel, 2007, Emerging Markets: Lessons for Business Success and the Outlook for Different Markets, The Economist in association with Profile book Ltd
- Kvin Vladimir, 2009, The Global Emerging Market: Strategic Management and Economics, Routledge 2009

Other References:

- Latest articles in news papers and business magazines
- Research papers in Academic Journals
- Reports of global consulting companies