



Course Title: CREATING AND MANAGING NEW BUSINESSES IN EMERGING MARKETS

Course Code: ENTR713

Credit Units: 3

Course Level: PG

L	T	P/S	SW/FW	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives

The objective of the course is to provide a fundamental understanding of the underlying dimensions of creating and managing a new business in an emerging market.

- The student will first be made aware as to what is meant by emerging markets.
- The course will also provide a practical guide on how to create a new business in emerging markets and how to manage it in a competitive context.
- The objective of the course will be fulfilled by a combination of lectures, case studies and interactions with relevant experts from the industry.

Pre-requisites:

- This course is intended for those who want to come up with a new venture in an emerging market.
- Hence the student should have a basic understanding of International Marketing and International Business.
- The student should also understand the fundamentals of a new venture creation.
- For this purpose the student should have successfully completed the course “Entrepreneurship and New Venture Creation” offered by the University.

Student Learning Outcomes:

- Upon completion of this course the student would be able to appreciate and explain the role of Emerging Markets in today’s International Business Environment.
- As a result the student would be able to analyze and evaluate arguments both for against creating a new business in an emerging market.
- At the end of the course the student would also be in a position to design, organize and communicate to us a business plan suiting the particular emerging market that he/she has chosen.
- The completion of the course would see the student being able to identify, illustrate, judge and interpret to us the business opportunities in various emerging markets of BRICS, MIKT (Mexico, Indonesia, South Korea & Turkey) and ASEAN-CHINA Free Trade Area as a regional emerging market.
- At the end of the course the student should also be able to identify and apply appropriate business models suiting the particular emerging market

Course Contents/Syllabus:

	Weightage (%)
Module I: What are emerging markets?	15%
Definition of emerging markets Description of BRICS countries (Brazil, Russia, India, China) MIKT as next four Largest Markets (Mexico, Indonesia, South Korea & Turkey) ASEAN-CHINA Free Trade Area as a regional emerging market	
Module II: Business opportunities in emerging markets?	15%
PESTEL Analysis of individual countries in emerging markets (Political, Economic, Social, Technological, Legal & Environmental factors.) Newer Business Models in emerging markets Increasing opportunities for profitable trade and investment in emerging markets.	
Module III : Specific countries in the emerging markets and their characteristics	20%
Scanning the business environment of emerging markets SWOT analysis of emerging markets Demographic characteristics of individual markets like gender, age, ethnicity, knowledge of languages, mobility, home ownership, employment status, religious belief or practice and income level Regulatory factors in individual countries like acts of parliament and associated regulations, International and national standards and, local government by laws and mechanisms to monitor and ensure compliance with these.	
Module IV : Market Mechanisms in emerging markets	20%
How to capitalize on enormous opportunities for emerging markets Develop market mechanisms where none exist Develop enduring concepts that shape the practice of management in BRICS countries.	
Module V : Business Plan specific to emerging markets	30%
Developing management and strategy in emerging markets. How to size an emerging market Assessing the market from several angles to approximate potential market share Looking at competitors, customers, market factors and case studies. Creating a business plan suited to each individual country in emerging markets.	

Pedagogy for Course Delivery: The course will be a combination of theoretical and practical teaching styles. As a result classroom interactions will have to be an integral part of the learning experience. Case studies will be discussed and analyzed based on individual countries. Relevant experts from the industry shall be called in to discuss their experiences with the students. In addition, each student shall also prepare a business plan for a particular emerging market of his/her choice in the form of a project.

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	TOTAL
100%	-	100%

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components	Home Assignment	Project	Case Study	Attendance	
Weightage (%)	10%	10%	5%	5%	70%

Text :

- Hisrich R.D. , & Peters M (2012) *Entrepreneurship*, 9th Edition McGraw Hill Education
- Roy, R (2012) *Entrepreneurship*, 2nd Edition Oxford University Press
- Holt, D *Entrepreneurship New Venture Creation* 4th Edition PHI

References:

- Kotler & Armstrong (2004) *Principles of Marketing* 10th Edition Pearson Education
- Drucker, P.F. Kotler & Armstrong (2004) *Principles of Marketing* 10th Edition Pearson Education
- Kotler & Armstrong (2004) *Principles of Marketing* 10th Edition Pearson Education

Journals:

- Emerald Emerging Market Case Studies, Emerald
- Journal of Entrepreneurship in Emerging Economies , Emerald
- Harvard Business Review
- International journal of entrepreneurship and innovation
- International Journal of Emerging Markets, Emerald Insight
- Global Journal of Emerging Market Economies, Sage Publications
- International Journal of Entrepreneurship & Innovation (IJEI), IP Publishing
- International Journal of Strategic Business Alliances (IJSBA), Inderscience

- International Journal of Globalisation and Small Business, Inderscience

Reports, online, websites

- WWW.hbr.org/2011/01/new-business-models-in-emerging-markets/ar/1
- www.economist.com/.../business/21598642.
- www.exed.hbs.edu/programs/bbem
- www.businessinsider.com/how-to-kill-it-in-emerging-markets-2013-6
- blogs.reuters.com/.../how-smart-businesses-are-winning-in-emerging-ma...
- www.theglobeandmail.com › Globe Investor