

International Business in Emerging Economies (Distance Learning)

Module Code:	SIB7013-A
Academic Year:	2018-19
Credit Rating:	10
School:	School of Management
Subject Area:	Strategy and International Business
FHEQ Level:	FHEQ Level 7 (Masters)

Pre-requisites:

Co-requisites:

Contact Hours

Type	Hours
Tutorials	5
Directed Study	95

Availability Periods

Occurrence	Location/Period
DLA	University of Bradford / Semester 1 (Sep - Jan)

Module Aims

The importance of emerging economies as global production and market locations has steadily increased over time. The main aims of this module will be to provide students with an in-depth understanding of the business environment in emerging economies, focusing specifically on the BRICs and New Frontier economies and to examine foreign firms operations in these countries in relation to their strategy and operationalisation. Students will be able to analyse the business environment in emerging economies and evaluate its influence on firm-level strategy and operations.

Outline Syllabus

Introduction to emerging economies: characteristics and conditions; BRICs and New Frontier economies; Economic and political reform in the context of emerging economies; Corporate Social Responsibility issues in emerging economies; identifying opportunities and risks in emerging economies; Market Entry strategies for emerging economies; Negotiating access into emerging economies; Strategy development to internationalise into emerging economies.

Module Learning Outcomes

On successful completion of this module, students will be able to...

- 1 1a) Analyse the political, socio-cultural and economic environment of emerging economies and assess its impact on the strategies and operations of multinational enterprises
1b) Identify opportunities and risks in the emerging markets;
1c) Evaluate relevant cross-cultural issues and develop market entry strategies for multinational enterprises into emerging economies.
- 2 2a) Describe country-specific political, economic and socio-cultural factors in relation to emerging economies;
2b) Examine how multinational enterprises could assess risks and opportunities in emerging economies and negotiate entry into these countries;
2c) Evaluate the impact of international business activities on corporate social responsibility issues, such as human rights, working conditions and environmental pollution in emerging economies and compile actionable responses to dealing with these unique social and environmental challenges.
- 3 3a) Demonstrate analytical reasoning, information/search management and written communication skills - write effective and concise management reports;
3b) enhanced general conceptual skills: by exploring the dilemmas linked to establishing and managing a foreign subsidiary in a unique and challenging operating environment;
3c) reading of academic literature: with application to real-life situations.

Learning, Teaching and Assessment Strategy

The module facilitates the development of student knowledge about emerging economies from an international business perspective. To gain a firm understanding of the subject area and the key issues (as outlined in the syllabus) students have access to a learning package incorporating a designated set text and a module study book that sets out guided reading, self-assessment exercises, case studies and links to additional resources. This allows students to gain the required understanding of the subject and the associated key issues. This relates to module learning outcomes: 1a, 1b, 1c, 2a, 2b, 2c, 2d, 3a, 3b, 3c

Students attend 4 live online tutorial sessions and contribute to various forums based tasks. These sessions/forums allow the students to reflect on their learning further applying key academic and practitioner based models and frameworks thereby gaining a detailed understanding of the subject area. This relates to module learning outcomes: 3a, 3b, 3c

The module assignment relates to module learning outcomes: 1a, 1b, 1c, 2c, 3a, 3b, 3c

Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess'
Summative	Coursework	Individual Topic Review (2000 words)	0-2000 words	100%	Yes

Legacy Code (if applicable)

MAN4310M

Reading List

To view Reading List, please go to [rebus:list](#).