1. **Title of the module**

BUSN6730 (CB673) Business in Emerging Markets

1. **Division or partner institution which will be responsible for management of the module**

Kent Business School

1. **The level of the module (Level 4, Level 5, Level 6 or Level 7)**

Level 5

1. **The number of credits and the ECTS value which the module represents**

15 credits (7.5 ECTS)

1. **Which term(s) the module is to be taught in (or other teaching pattern)**

Autumn or Spring

1. **Prerequisite and co-requisite modules**

None

1. **The courses of study to which the module contributes**

BSc International Business and associated courses

1. **The intended subject specific learning outcomes.  
   On successfully completing the module students will be able to:**

8.1 explain what is unique about the business context of emerging markets, identify the opportunities and threats in operating in these markets and develop familiarity with a number of key developments determining the business environment (such as trade barriers, political and social) in emerging markets

8.2 develop an in-depth understanding of the fundamental shift in international economic and business development focus to emerging markets, including, but not limited to, countries such as Brazil, Russia, India and China (BRICs)

8.3 relate to and understand the distinguishing features and challenges posed by operating in emerging market economies

8.4 explore the relationship between risk and reward in the development of strategies in an uncertain emerging market environment

8.5 evaluate the appropriateness of establishing a venture in an emerging market using analysis derived from their increasing understanding of the context-specific challenges of doing business in emerging markets

1. **The intended generic learning outcomes.  
   On successfully completing the module students will be able to:**

9.1 develop problem-solving and decision-making skills using relevant qualitative and quantitative skills

9.2 build on concepts, theories and techniques introduced in the first year of study

9.3 develop critical thinking skills and competencies through the use of contemporary International Business literature available in core texts and other relevant sources to aid the development of knowledge and understanding

9.4 develop the ability to structure and develop appropriate and effective communication, critically and self-critically.

1. **A synopsis of the curriculum**

The emphasis of the module is in providing students with sound theoretical and empirical foundations for analysing foreign firm strategic behaviour when developing their interests within emerging economies. Applications focus on recent developments in the economies of Central and Eastern Europe, China, Russia, Brazil, Mexico, Central and South East Asia, etc.

This module probes into the workings of strategies and subsidiary operations of firms in these economies, and provides students with a better understanding of the fundamental issues in strategy and subsidiary operations confronted by foreign firms competing in these newly opened and dynamic markets. With this orientation, you will gain insight into how emerging market institutions challenge and contest subsidiary business development. Indicative topics include:

* Recent trends in foreign direct investment (FDI) into emerging markets
* Changing institutional environments
* Political, legal, economic and social risks in emerging markets
* Multinational Businesses’ entry strategies
* Ethical issues, Corporate Social Responsibility and sustainability
* The service sector in emerging markets

1. **Reading list (Indicative list, current at time of publication. Reading lists will be published annually)**

Cavusgil, S. T., Ghauri, P. N. & Akcal, A. A. (2013) *Doing Business in Emerging Markets*, 2nd edition, London: Sage

Ciravegna, L, Fitzgerald, R. and Kundu, S.K. (2014) *Operating in Emerging Markets: A Guide to Management and Strategy in the New International Economy*. Upper Saddle River, NJ: FT Press

Khanna, T. and Palepu, K.G. (2010) *Winning in Emerging Markets: A Road Map for Strategy and Execution*, Boston, Mass, Harvard Business Press

Merchant, H. (2015). *Competing in Emerging Markets: Cases and Readings*, 2nd edition. New York: Routledge

1. **Learning and teaching methods**

Total contact hours: 21

Private study hours: 129

Total study hours: 150

1. **Assessment methods**
   1. Main assessment methods

Individual report (2,000 words) (40%)

Examination, 2 hour (60%)

13.2 Reassessment methods

100% Examination

1. **Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section12) and methods of assessment (section 13)**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | *8.1* | *8.2* | *8.3* | *8.4* | *8.5* | *9.1* | *9.2* | *9.3* | *9.4* |
| **Learning/ teaching method** |  |  |  |  |  |  |  |  |  |
| Private Study | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| Lectures | **X** | **X** | **X** |  | **X** |  | **X** | **X** |  |
| Seminars | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| Revision session | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| **Assessment method** |  |  |  |  |  |  |  |  |  |
| Examination (2 hour) | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| Individual Report (2000 words) | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |

1. **Inclusive module design**

The Division recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

1. **Campus(es) or centre(s) where module will be delivered**

Canterbury

1. **Internationalisation**

The content, learning outcomes and assessment intrinsically focus on emerging markets in the international business economy.

**DIVISIONAL USE ONLY**

**Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

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| --- | --- | --- | --- | --- |
| Date approved | Major/minor revision | Start date of the delivery of revised version | Section revised | Impacts PLOs (Q6&7 cover sheet) |
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